AUTOMATIC WORLD

ASSOCIATED PUBLICATIONS:
SOUTHERN FLORIST, DRYCLEANING PROGRESS, TELEPHONE ENGINEER, ENVELOPE INDUSTRY

THE NEW ALL-AMERICAN TWIN

Greatest Value Ever Offered

With the introduction of the idea of Interchangeable Playing-Boards, and all the combined features that are embodied in them, the AMERICAN TWIN offers to the trade the greatest value ever. You can double your profit with a double machine.

Big Features

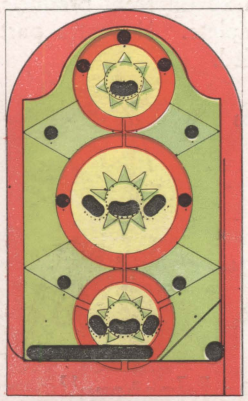
Two coin slots, one on each playing board as illustrated, or one coin slot allowing a game on each board for single coin. Penny or nickel slot.

Size

Width 31 inches
Length 26 inches
Height 38 inches
Shipping Weight 85 lbs.

See You At the Show

Operators' and Jobbers' Price
$24.75
F.O.B. Dallas Including Tax



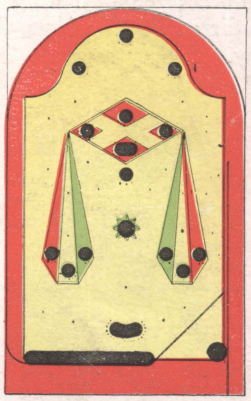
The "Bagdad"

INTERCHANGEABLE PLAYING-BOARDS

Playing Boards, other than shown here, ready for delivery.

PRICE $2.50 EACH

DALLAS NOVELTY SALES CO., Inc.
"Builders of Better Coin-Controlled Machines"
4032 Commerce St. Dallas, Texas



The "Delhi"

FEBRUARY 1933

THE NEW "MASTER"

TWO MACHINES IN ONE

Two Coin Slots "77" Penny—Nickel

A Detector That Tells Good From Bad

No Other Machine
Has these exclusive features.

Coin Detector
Automatic. Quicker than the eye to detect phoney coins.

Slip-Joint Handle
Protects mechanism against strain or breakage.

Adjustable Vender
To be regulated by the operator.

Patented Vender Cover
Prevents clogging or jamming.

No Bridging
Merchandise rides on rotary vender which agitates and prevents bridging.

No Glass Globes
Plain flat glass. Easily cleaned or replaced.

MASTERS LEAD—OTHERS FOLLOW

No other vender can equal it in appearance or performance. Vends more than 25 different products, including Pistachio Nuts, Ball Gum, Peanuts, Marbles, etc. Comes to you complete. No extra parts to buy. Simply regulate the vender to show desired profit on merchandise vended.

Write Today for Full Information and Quantity Prices

The Norris Manufacturing Co.

COLUMBUS, OHIO

"You'll Never Be Happy Until You Operate Masters"

Double-Shuffle Twins

New, Novel and Different

BEAUTIFUL CABINET — POSITIVE MECHANISM—INTERCHANGEABLE PLAYING BOARDS —STRICTLY LEGAL—REVIVES OLD LOCATIONS—COMMANDS THE BEST LOCATIONS EVERYWHERE—TWO SIZES —SENIOR AND JUNIOR MODELS.

Size

Width 33 in.
Length 37 in.
Easy to handle and set up

WILL TRADE FOR

Automatic Phonographs and Scales.

Seven Day Trial

Order a sample game today, place it on a good location and it will prove its money-making power. If for any reason, you wish to return the machine, ship it back to us, express prepaid within seven days after delivery and your purchase price will be promptly refunded. Federal excise tax paid on all games sold.

Write For **Operators** and **Jobbers** PRICES

Breaks All Records for Sustained Play

"Double-Shuffle" breaks all records for sustained play. A more attractive and appealing machine cannot be bought anywhere. A sample machine will convince you that "Double-Shuffle" is the end of the quest for the best money-maker.

Southwestern Novelty Co.

HENDERSON —:— TEXAS

FOR STEADY PROFITS OPERATE-

EMPIRE VENDORS

BEAUTIFUL NON-CORROSIVE CHROMIUM FINISH

★ ★ ★

One machine vends ALL these different products!

PISTACHIO NUTS

SALTED PEANUTS

BALL GUM

TOYS and CANDY

ROASTED ALMONDS

CHOCOLATE PEANUTS

EMPIRE VENDORS ARE EQUIPPED WITH ROBBINS PATENTED ANTI-JAMMING DEVICE AND SLUG-REJECTING COIN SLOT

1¢ OR 5¢ MODELS

Other EMPIRE MODELS-
- ONE INCH BUBBLE GUM VENDOR
- 1-2-3 BALL GUM VENDOR
- HOT NUT VENDOR

Write for operators prices to nearest branch

D. ROBBINS & CO., 1141 De Kalb Ave., Brooklyn, N.Y.

NEW YORK CITY	NEW JERSEY	WEST COAST
313 EAST 13TH STREET	1125 BROAD STREET, NEWARK	1082 GOLDEN GATE AVE., SAN FRANCISCO, CAL.

D. Robbins & Co.
and
BRANCHES
Also
Have on Hand
for
IMMEDIATE
DELIVERY
All
the Latest
M-O-N-E-Y
MAKING
AMUSEMENT MACHINES
at Lowest Prices!
WRITE OR CALL FOR PRICE LIST

2 NEW BRANCHES

Philadelphia, Pa.	Boston, Mass.
431 W. Lehigh Ave.	90 N. Washington St.

Introducing

SKILL BALL

Size: 15½ in. wide,
31 in. long

SKILL-BALL is a NEW table game combining thrills with real fascinating skill.

The player, by skillfully using the plunger, controls the speed of the balls, which spin around the large aluminum spiral. It's easy to add the final score.

Special Convention Price—$10.00
Including a Metal Floor Stand

100 400 300 200 100
Colored Ball Counts Double at Pocket into which it Falls
A REAL GAME OF SKILL
SKILL BALL
FOR AMUSEMENT ONLY
7 BALLS 1c
DIRECTIONS

D. ROBBINS & CO. 1141 W. DeKalb Ave. Brooklyn, N. Y.

See the Empire Vendor and the SKILL-BALL at Booth No. 53
Hotel Sherman—Feb. 20-23

Meet Us At

BOOTH 53

Entered as second class matter June 19, 1931, at the Post Office at Fort Worth, Texas, under the act of March 3, 1879. VOL. 3. No. 7.

A Game That Deserves Every Glowing Adjective in the English Language

A Senior in Size At the Price of A Junior

8 AND 6

A large game that fits into the most exclusive locations — and coins money.

Size:
33½ in. long
19¼ in. wide
37 in. high

It's colorful
It's fast
It's exciting

It's a real skill game—and it's a real money maker.

Special Features

Front money drawer for easy collecting. Rich and modernistic in appearance. Powerful but highly sensitive plunger. Fool proof ball lift. Five-day money back guarantee.

Sample

$23.50

Tax Included

F. O. B. Factory
One-third Deposit
Balance C. O. D.

You won't go wrong with the EIGHT AND SIX—You CAN'T! There is no game as well designed, as well constructed as the EIGHT AND SIX. Write or wire your order today and see for yourself.

JOBBERS: Write for Jobber's Quantity Prices

Approved and sold by Automatic Jobbers Association of New York! Also by Philadelphia Jobbers Ass'n

Banner Specialty Company
1530 Parrish St.
Philadelphia, Pa.

Keystone Novelty Co.
26th and Huntingdon Sts.
Philadelphia, Pa.

Sloan Novelty Company
1250 N. 10th St.
Philadelphia, Pa.

Supreme of N. J.
441 Elizabeth Av.
Newark, N. J.

Eastern Machine Exchange
360 Mulberry St.
Newark, N. J.

Supreme of Northern N. Y.
62 Hudson Ave.
Albany, N. Y.

Irving Mfg. & Vending Co.
300 Irving Ave.
Brooklyn, N. Y.

Globe Vending Co.
1125 Broad St.
Newark, N. J.

Supreme of N. E.
1218 Washington
Boston, Mass.

Chicago Coin Machine Exch.
2200 Northwestern
Chicago, Ill.

Authorized Distributors

Amusement Coin Machines Co.
62 Kingston Ave.
Brooklyn, N. Y.

Irving Bromberg
5 Debevoise St.
Brooklyn, N. Y.

Budin's Specialties
174 S. Portland
Brooklyn, N. Y.

Coin Operated Machines Co.
217 W. 125th St.
New York City

Empire Coin Machine Co.
225 Fourth Ave.
New York City

International Mutoscope
449 W. 31st St.
New York City

Modern Vending
656 Broadway
New York City

D. Robbins & Co
1141 W. DeKalb
Brooklyn, N. Y.

Supreme Vending
557 Rogers Ave.
Brooklyn, N. Y.

Bronx Supreme
1416 Webster Ave.
Bronx, N. Y.

Bromberg of N.E.
1209 Wash. St.
Boston, Mass.

Special Distributors
B. M. Y. NOVELTY SALES COMPANY
1483 East 55th Street, Cleveland, Ohio

Silver Star Mfg. Co.

9520 Ditmas Avenue—Brooklyn, N. Y.

MEET US AT THE BIG SHOW—SEE OUR DISPLAY

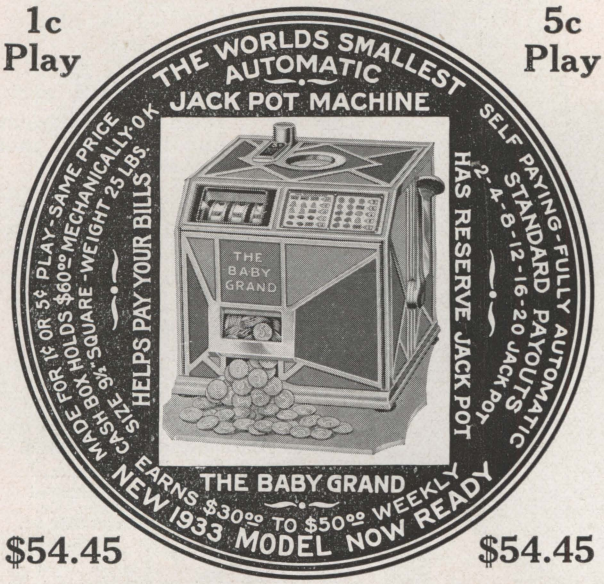
FLASHY - FAST
Substantial and
a Marvelous
Earner

Outstanding New Numbers

THESE MACHINES JUSTIFY YOUR IMMEDIATE ATTENTION

BABY GRAND

1c Play — 5c Play



$54.45 — $54.45

MILLS NEW MONEY MAKERS

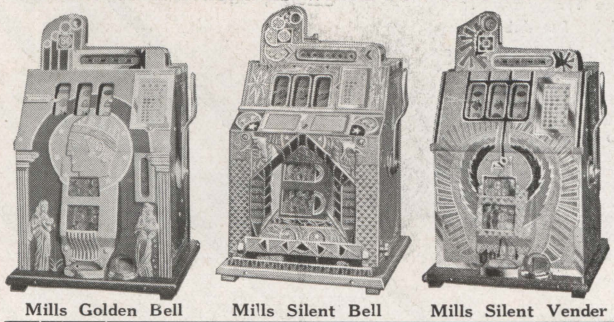
THE BEST 3-REEL MACHINES MONEY CAN BUY

New Low Prices for 1933

EVERY MACHINE LISTED BELOW ABSOLUTELY BRAND NEW

	Sample	Lots of 3	Lots of 5
Mills 5c Silent Golden Bell	$ 99.95	$ 96.65	$ 93.30
Mills 10c Silent Golden Bell	104.35	101.05	97.70
Mills 25c Silent Golden Bell	105.45	102.15	98.80
Mills 5c Silent Golden Vender	105.45	102.15	98.80
Mills 10c Silent Golden Vender	109.85	106.55	103.20
Mills 25c Silent Golden Vender	110.95	107.05	104.30
Mills 5c Silent Jackpot Vender	102.15	98.85	95.50
Mills 10c Silent Jackpot Vender	105.45	102.15	98.80
Mills 25c Silent Jackpot Vender	108.75	105.45	102.10
Mills 5c Silent Gooseneck J. P. Bell	82.35	79.05	75.70
Mills 10c Silent Gooseneck J. P. Bell	86.75	83.45	80.10
Mills 25c Silent Gooseneck J. P. Bell	87.85	84.55	81.20
Mills 5c Regular Silent Jackpot Bell	93.35	90.05	86.70
Mills 10c Regular Silent Jackpot Bell	94.45	91.15	87.80
Mills 25c Regular Silent Jackpot Bell	96.65	93.35	90.00
Mills 2-plays-for-5c Silent Gooseneck	82.35	79.05	75.70
Above Silents have double Jackpots.			
Mills 1c Silent J. P. Ball Gum Vender	68.00	66.00	64.50
Mills 4 coin Bell Boy Baby Vender	36.75	34.75	33.25
Mills 5c Reserve Jackpot Sides—Any quantity			65.00
Mills 5c Official Pin Game	49.50	46.00	42.25

BUYERS OF 10 MACHINES WRITE FOR SPECIAL PRICE



Mills Golden Bell — Mills Silent Bell — Mills Silent Vender

MARBL-JAX

OVER-ALL DIMENSIONS
Length, 33¾ in.
Width, 21 in.
Depth, 15¾ in.
Height, with legs:
Front, 38½ in.
Back, 41 in.
Shipping Wt. 105 lbs.
Net Wt. 70 lbs.

LEGAL STATUS

A Scientific Profit Sharing Game of Skill

Rewards or premiums given to SKILLFUL contestants should not be confused with prizes given as a result of luck or chance. When SKILL PREDOMINATES in determining a result no gambling transaction occurs. Consult any legal authority on this.

List Price
$82.50

Operator's Prices
Single $71.50
25 to 50 .... 66.00
50 and over.. 64.35

Tax Paid
One-fourth Cash with order

READ BELOW—It's to Your Interest

MARBL-JAX is a profit sharing game we can unhesitatingly offer to you as being what you want—something to get the money. We recommend this game for the highest class locations available, patronized by the better class. Weekly intake of $100.00 to $150.00 and over is not at all unusual. This is no Fairy tale, it's being done. One location, open 24 hours per day, did $240.00 gross in one week. Think of it $60.00 net to the operator. Records on file in our office to vouch for this statement. One drug store in a town of only 2000 people grossed over $100.00 with MARBL-JAX. OPERATORS, you can do the same. ACT QUICK—GET STARTED. Secure those better spots and send us your orders immediately.

Why It Gets the Nickels—Permanently

A—50% of receipts go back to the players by means of patented dispensing cabinet based on Double Jackpot feature—This HOLDS the play.

B—Patented Horse Shoe Game Board IS TREMENDOUSLY Fascinating.

C—Plunger, ball lift, playing surface, marbles, flexible steel pins, area and runways are all superbly designed and executed. The player can develop the utmost in skill and entertainment. MARBL-JAX gives him vastly more for his nickel.

D—DeLuxe highly finished RED CEDAR CABINET (natural satin finish, no lacquer) instantly catches the eye and commends admiration.

Profit Sharing Feature

Coins Divided 4 Ways—Automatically and Positively—25% to No. 1 jackpot for DAILY HIGH SCORE, 25% to No. 2 Jackpot for WEEKLY HIGH SCORE, 25% to Storekeeper's Cash Box—Between Jackpots. 25% to Operator's Cash Box—under separate lock.

The Vending Machine Company

205-11 Franklin Street
FAYETTEVILLE, N. C.

BIG BROADCAST

THE MOST GIGANTIC PROFIT HOOK-UP EVER PRESENTED!

Operators, Locations and Players Hail the Finest Pin Game Ever Produced!

NOTHING has equaled the amazing earning power of pin games! They are the foundation of the industry's rapid success. The public went wild over them! They remain reigning favorites everywhere! Now comes the greatest of all pin games . . . BIG BROADCAST! A game possessed of every advanced coin machine idea . . . PLUS **new, brilliant features** that captivate the player beyond all previous attempts. BIG BROADCAST is **tricky . . . exciting . . . baffling . . .** and **fast!** A Three-Way-Play machine that overcomes all legal entanglements. As a Straight Amusement, it satisfies **fully!**

Words are inadequate. You must **see** BIG BROADCAST! Now on display at every leading jobber. **Play** it! Note the new Trap Door Lids—new Tally Recorder—new Tilt Warning—new Adjustable Kick Back Spring—new combination Cash Box and Slot and many other novel quality features! Hook up today with BIG BROADCAST . . . the future's biggest name in coin machines!

GOTTLIEB'S greatest game . . . even greater than the famous FIVE STAR FINAL!

Length 32 in.
Width 18 in.
1c or 5c Play
10 Steel Balls

Here's How BIG BROADCAST is Played—

Immediately as ball lands in pocket, Trap Door Lid snaps shut! Instantly, corresponding Station, Score and Color appear on Automatic Tally Recorder. Only one ball can enter a pocket adding to skill factor. Tilting releases Tilt Warning sign. Played according to Station Hook-up, Color combination or Scores. **Payoff Cards and Confidential Operating Sheet supplied with each Game.**

The Big Attraction at C. M. M. A. Show Hotel Sherman, Chicago— D. Gottlieb & Co.'s Exhibition, Booths 3, 4, 5

JUNIOR BIG BROADCAST

$215.00

Lots of 5 - $21.00
Lots of 10 - $20.50
COMPLETE WITH LEGS
TAX INCLUDED

Senior Big Broadcast

All the new, splendid features of the junior model, except BIGGER IN SIZE. A "safe buy" for your investment as BIG BROADCAST'S popularity will endure. Measures 45 in. by 22 in. 1c or 5c play—ten 1 in. balls.

SENIOR Sample $45.00
Lots of 5 - $42.50
Lots of 10 - $40.00
TAX INCLUDED

ALL PRICES F. O. B. CHICAGO

TERMS: One-third with order—Certified Check, balance C. O. D. Our 7-Day Guarantee allows you to test BIG BROADCAST without risk. Wire, write or phone today!

D. GOTTLIEB & CO., 4318 West Chicago Avenue, Chicago, Illinois

Chicago Loop Salesroom: N. Shure Co., 200 West Adams Street, Chicago

FACTORY BRANCH OFFICES AND WAREHOUSES

EAST—1123 Broadway, New York, N. Y.

WISCONSIN BRANCH— 1125 N. Water St., Milwaukee, Wis.

PENNSYLVANIA BRANCH— Forbes and Stevenson Streets, Pittsburg, Pa.

OHIO-KENTUCKY BRANCH— 911 Main St., Cincinnati, Ohio.

SOUTHEAST—123 Hurt Bldg. Atlanta, Ga.

WEST—1038 West Seventh St. Los Angeles, Cal.

NORTHWEST—1643 Hennepin Ave., Minneapolis, Minn.

SOUTH—1106 Main Street Dallas, Texas

MIDWEST—1504 S. Grand Blvd., St. Louis, Mo.

CANADIAN BRANCH—Canadian D. Gottlieb & Co., 115 Phoenix Bldg., Winnipeg, Can.

BRITISH ISLES—Manzie Brothers 44 Park Street, Islington, London, England.

Depend on GOTTLIEB . . . The World's Largest Manufacturer of Pin Games—to Give You Winners!

The Largest and Most Complete Line of

A. B. T. Products

Ever Exhibited

will be shown at the Annual Coin Machine Manufacturers Association Convention at the Sherman Hotel, February 20, 21, 22 and 23

See---

Booths 8, 9, 10, 11

Included in this display will be the Marbl-Jax with genuine red cedar cabinet and other special marble games in both cedar and walnut finishes including those with the new percentage divider and separate cash boxes complete. This percentage divider is creating a sensation among all operators of the marble games and many consider it a necessity in modern operating methods.

De Luxe models of the new miniature marble games will be on view in various styles made especially for the busy locations where space does not permit the operation of larger models.

In addition to all regular models exhibited there will also be displayed a complete group of A. B. T. pin game parts and accessories including coin chutes, plungers, positive veeder counter attachments, ball lifts, locks and all articles necessary in the building of individual tables.

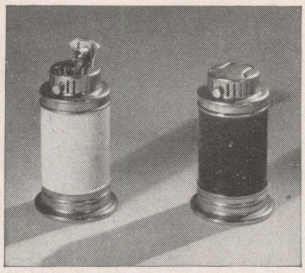
We also invite inquiries from all interested operators unable to attend this exhibit.

Full details and Price List will be mailed upon request concerning any or all A. B. T. products

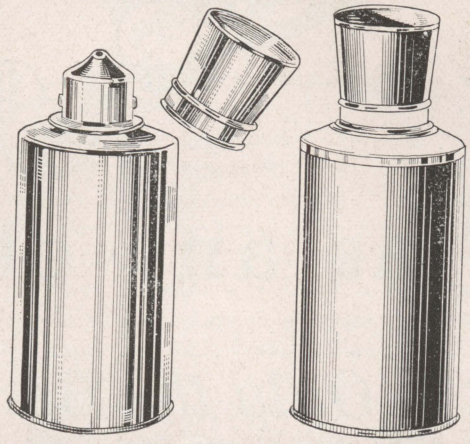
A. B. T. Manufacturing Co.

3311-19 CARROLL AVE. CHICAGO, ILL.

Your Ship Comes in with Viking Products

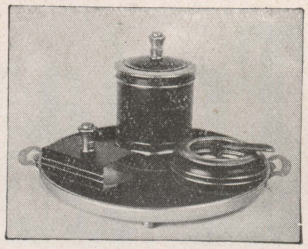


Viking Storm King Table Lighter—Automatic flint release, windshield, chromium top and base with richly enameled centers—3¾ in. high—$9.50 per dozen.

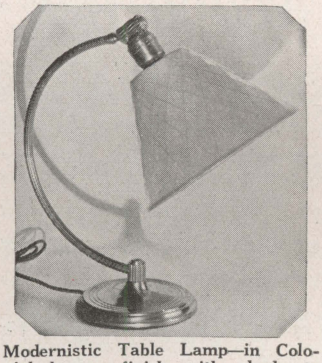


Enameled Perfume Flask with glass bottle and automatic dropper. Four-color scheme—$8.40 per dozen.

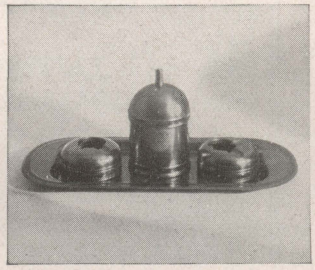
Same in Chrome and Goldine Finish—Price $9.60 per dozen.



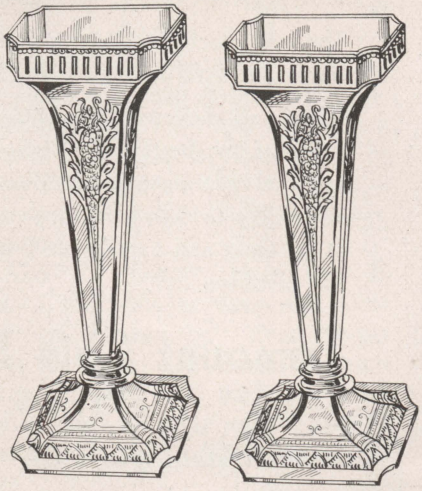
Novelty Smoker Set — Enameled cigarette server, match box holder and ash tray, on large glass lined metal tray—Price 70c each.



Modernistic Table Lamp—in Colonial bronze finish with shade to match—Price $2.00 each.
Same Modernistic Table Lamp—in chrome finish—Price $2.25 each.



Four-piece Smoker Set—A real fine pin game reward, a cigarette server, with two ash trays on beautiful 11-inch tray—Price 75c each.

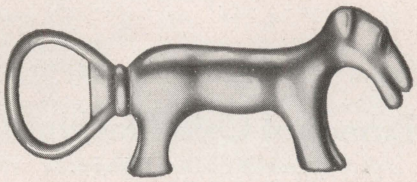


Silver Vases, richly engraved, triple plate, 5 inches high. Beautiful ornament in any home—Price $2.10 per dozen pieces.

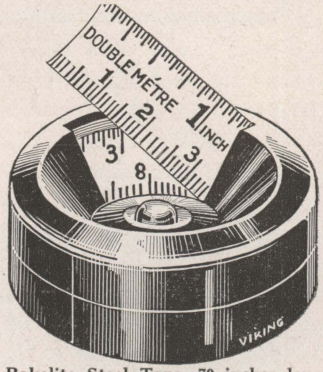
Top Hat Cup Set—containing four nickel-silver cups. Four hard baked enamel colors—$8.40 per dozen.
Top Hat Cup Set—full chome finished—$9.00 per dozen.

"Take-a-Shot" Bullet Cup Set—at a price lower than ever—$6.50 per dozen.

Piccolo Sewing Kit—as funny as it is useful—$1.10 per dozen.



Novelty Dog Cork Screw and Cap Lifter—$1.80 per dozen.



Bakelite Steel Tape—79 inches long, with automatic button release—Price $2.50 per dozen.

Special convention assortment consisting of one hundred selected items including cameras and combination cases. Price $12.00

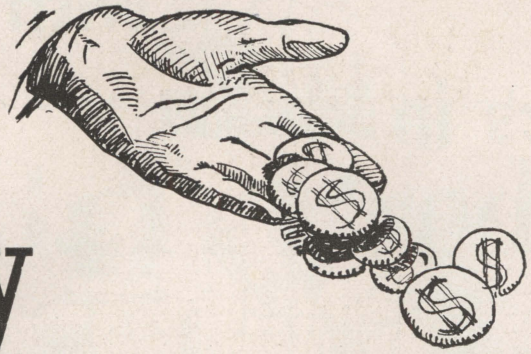
ERIC WEDEMEYER

IMPORTER—DISTRIBUTOR

170 Fifth Avenue New York

See Us at the Big Show in Chicago
Booth 58

Special Convention offer. With every order amounting to $25 or more, we will enclose free one Electric Ben-Hur . Chariot Clock.



Today
As well as any other Day

WE ARE EASTERN DISTRIBUTORS FOR:

Big Broadcast
Flash
Jockey Club
Mills Counter Official
All Bally Machines
A. B. T. Special Horse Shoe Marble Game (cedar finish)
Coco-nuts
Tip-Top
Columbus, Master and Northwestern Merchandise Machines

Lowest Factory Prices

Only the Best Machines Make the Biggest Profits

In buying pin games or vending machines as well as anything else the best is usually the cheapest, for even if the original cost is a few pennies more, the return in service, satisfaction, and profits generally more than makes up for the difference.

The best machines are standard ones made by reputable manufacturers and sold through dependable jobbers.

When you deal with a reliable jobber like Trimount, you are assured of the best profit-producing machines, the quickest service, and the most complete satisfaction because our business is built on our ability to deliver what we promise. We carry a complete stock at all times and our Repair Department is fully equipped to service any machine.

Trimount Coin Machine Company

David S. Bond, Prop.

1264 Washington St. ***BOSTON, MASS.***

"COME AND GET 'EM"

Trimount Coin Machine Co.
David S. Bond, Prop.
1264 Washington Street **Boston, Mass.**

I am (going to be an) (a regular) operator and would like to receive your bulletins FREE.

Name .....

Address .....

Use Coupon for Latest Bulletin

Bill Writes to Tom

By Bill Gersh

Convention—1933

Here's Wm. Blatt of the Supreme Vending Organization all set for the show. All his branch managers will be present with him. From Brooklyn, Newark, Atlanta, Albany, Boston, Philadelphia, Pittsburgh, and the Bronx they will come to the show by plane, car or train and be present at the booth which the firm is taking to show the expansion of the "world's largest distributors of coin operated machines." This convention should be a proud event for Mr. Wm. Blatt for he certainly has grown and grown and grown since last some of the men in this industry have met him.

John Fitzgibbons and Herman S. Budin will also be there to show the convention how peanuts should be roasted and how candy should be made to stay put in all machines. The Budin's Specialties, Inc. gang sure know how to keep the operator and his machines making money and these two old timers will have plenty to say and more to do at the show. What's more Tom, they hope to meet you there for they want to send you some of their roasted peanuts, which is peanuts.

Claire Grant of the Roxy Vending Co. here, a most beautiful girl, Tom, will also be waiting to meet you at the show. She wants to become further and better acquainted with all the manufacturers and their machines. This young lady has shown some real sales power right on the Hardened Artery, good old Broadway. We predict that she will be one of our leading distributors.

And then don't forget your old pal, Dave Robbins, he'll once again be there in all his glory. As he comes in just ask him how his Empire Merchandise Vendors have been selling and you can rest assured the total figures will stagger you. Dave is going to show all operators how to keep their good amusement machine locations by supplementing their routes with merchandise equipment. And don't forget, he has just opened two new branches, one in Boston and the other in Philly.

Irving Bromberg is sure to be there and he has supported this great medium 100 per cent during 1932. We hope that he keeps it up during 1933 just as well. Therefore you want to remember that Irving is one of the leading sellers of pin games in the country. You'll probably find him somewhere around the Sherman with Leo Burman of the Bingo Novelty Co.

Harry Greenbaum of Amusement Coin Machines Co. in Brooklyn will also be there and we're sure that you'll want to have a chat with this boy who in seven short months has grown to be one of the leading distributors in the city of Brooklyn. And does he sell machines? And how.

Then of course you should be interested in meeting an old timer like Charley Richmond of Coin Operated Machines Co. from dark Harlem who remembers machines way back when. Charley will also be there with his wavy locks and also his big black cigars and will want to talk things over and over.

And Nat Cohn? Sure he'll be there. Just call his name and someone will dig him up. Don't forget, Tom, he has earned himself the monicker of New York's leading distributor in this past year and be sure to greet him with a smile as big as his own.

Bill Rabkin? When can you recall the time that Bill wasn't present at all the leading functions in this industry? He and his entire International Mutoscope Reel Co., Inc., will possibly cop the cup for the finest booth at the show. He has just done that little thing over at the N. A. A. P. convention in New York. So just get in there and help us push across an Eastern man to win the cup this year.

Max D. Levine and Fred Hailparn of Scientific Machine Corp., are beginning to waver. Whether they will be there or even if they're not, should their new machine keep them from coming we can't forget that these boys have put out that Panama Digger success.

Barney B. Rochestie and Wm. Parnes will both be there and they're from Royal Scale Co., Jersey City, N. J. This time they'll have their great scale to show and also that chrome and black enamel job that you will want to buy yourself as well as the Bouncing Ball. Boy, oh, boy, don't miss this booth. These boys have a chance to win something or other. And don't forget that barrel of Texas snake oil for Barney.

And our Southern Cunnel, S. Carl Mantell, of National Coin Machine Corp. of Baltimoah, will also be there. You know Sam. But we suggest that when Sam gets there we bring him one of those baby blondes they raise in the Texas country. He knows blondes . . . and brunettes . . . and titians and what have you.

Of course Meyer Wolf will be there too. All the way from Philly on the best train the Pennsylvania lines can provide.

Here's a tip to all of you. Bernie Salzberg of the Supreme Vending Co. of Pa., will be on his honeymoon with his beeootiful wife, Henry. Be sure and look him up, Tom. He'll need plenty of support by that time.

You can expect to also see Aaron Goldsmith of Oriole Coin Machine Corp. of Baltimore there and possibly E. V. Ross with him. They'll have their Busy Ball to show the world and so that ought to be interesting to see.

I. H. Rothstein of Banner Specialty Co., Philadelphia, should be there also. He hasn't as yet definitely decided but perhaps the bug will bite him just in time. Anyway we'll be on the lookout for him when we get there. Rothstein can give you some swell suggestions for he has had many years of experience in the industry.

Either Frank Hart or Al Loudon of Eastern Machine Exchange in Newark, N. J., will also be present. You can count on these two boys carefully looking over every machine in the place for they're both much interested

in the industry and some day may have a machine of their own for us.

Archie Kass and all his champions he's been talking about should also be there. Archie wants to go by plane, since he's a pilot himself. You know how it is. Support that which supports you and all that. But you'll like Archie and what's more he's just entered into the chain gang himself. Matrimony, we mean.

Mr. Perloff of Silver Star Mfg. Co. may also be there and if he is you want to know that these gentlemen can certainly build machines. His 8 and 6 has won plenty of acclaim throughout the industry.

From Albany we'll have Henry Seiden who's coming in all his glory and be sure that you ask Henry whether he's at all interested in Supreme. Oh, my, and my, and my.

Looks like there'll be a gay time, Tom, so don't forget to be there right on the minute for lots of the Eastern folk want to meet with you and discuss all and all then some. There will be plenty of the operators from this section there also and we understand that both the Amalgamated Operators Association and the Greater New York Vending Machine Association are sending delegates to discuss thisa and thata.

The A. J. A. will have their own booth and so you can corner them with a Texas Six Shooter, one of those old time horse pistols, and get everything they have in good old Texas fashion. Some of them need it, Tom.

●

THE A. J. A. OF NEW YORK

For some time it has been the pleasure of this reporter to view the growth of many organizations and also the dismal failures of others. It was therefore with all the knowledge of past performances that we viewed the assembly of the Automatic Jobbers Association of New York when it was first formed.

There was much to be considered by the originators. There had been other organizations of like character which had failed in their first attempt at organization. All those old bitter experiences were now lessons of business procedure and therefore could be carefully avoided.

They have supported and combined with the best minds in the industry their plan for a distributor organization. They have also carefully watched each of their members so that all rules were maintained and that each customer received his due. They have helped the operators' association to form and have carried through with them as a single unit when the dark clouds threatened.

Today, there is no stronger group of distributors in body and unit than the Automatic Jobbers Association.

We compliment the A. J. A. on their fine organization and the great work they have done during this past year. We wish them continued success for many, many years to come. And further assure them the co-operation of this medium at all times.

●

San Francisco, Cal.—A woman was arrested in San Francisco for slugging an ice vending machine. A 25c slot was slugged with a solid token, securing the ice but breaking the machine. The woman was arrested.

Universal's New Sensation

SHAMROCK!

Re-designed to catch the player's eye with gleaming glistening metal and beautiful new color, SHAMROCK takes on new significance the first a skillfully planned modern pin game which won instant success on every location, SHAMROCK now in its vivid new dress is winning front rank prominence in this season's line-up of games.

You owe it to yourself to try out immediately this sure source of operating profits. Order your sample TODAY.

Booth 37 at the Coin Machine Show will have this fine game on display. Be sure to see it. We also extend a cordial invitation to all show visitors to come out and see our modern factory and display rooms. Phone us at Haymarket 0230 or 0231, and we'll send a car for you.

●

Universal Novelty and Manufacturing Co.

1213 West Washington Boulevard Chicago, Ill.

Big Broadcast Enters Market Many Original Features

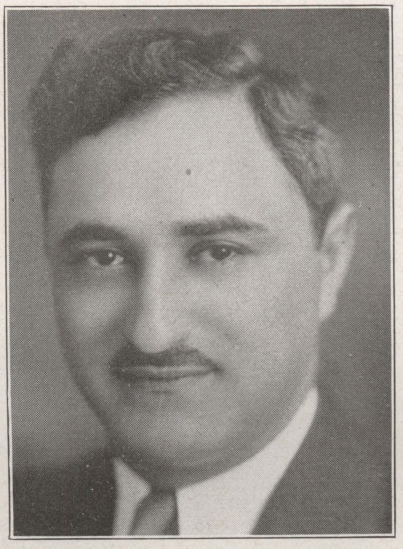
Dave Gottlieb, president of D. Gottlieb & Co., outstanding manufacturer of amusement games and one of the keenest merchandisers in the field, further substantiates his confidence in pin games by introducing his latest game, Big Broadcast.

The creator of such popular machines as Five Star Final, Baffle Ball, Whizz Bang and Play Boy, today stated, "Pin games are the greatest thing that ever happened to the coin machine industry. From the very first introduction they met with instantaneous public approval and are today the favored game in practically every section of the country. They are truly 'the backbone' of the industry.

"The attempt of manufacturers to switch public taste to other types of games, have in most instances, met with disappointment. Before we decided upon Big Broadcast, I requested all our branch offices to make a thorough check-up on the present likes and dislikes of the playing public. From reports gathered from all corners of this country and abroad, pin games have firmly entrenched themselves, with no signs of their popularity waning. Undoubtedly the suspense and action pins afford, cannot be duplicated by any other substitute.

"As a result of an extensive study and a personal tour of the country, we have incorporated in Big Broadcast the dominant appeal of pins and have added new features that lend further suspense and interest. The new trap door idea is a departure from the old type pocket in which any number of balls may collect. Once a ball lands in a pocket of Big Broadcast, these ingenious trap doors snap shut, limiting occupancy to one ball and forcing others to seek remaining pockets. As these pockets become occupied, player must exert utmost skill in aiming for 'open' pockets."

Inspection of the Gottlieb plant reveals a beehive of activity. Big Broadcast games are in mass production, assuring buyers of prompt delivery. Sample games for demonstration purposes have been shipped to all authorized



Dave Gottlieb

jobbers and branch offices. Considerable attention has been given to compiling scientific payoff cards and operating sheets to accompany each game. As Mr. Gottlieb put it, "The stage is all set to make Big Broadcast one of the most widely operated machines in America."

THEIR FIRST CONVENTION

It is interesting to note the growth of one of our newer firms, the Roxy Vending Co., at 1133 Broadway, New York. This firm entered into active jobbing some months ago and has gained for itself a clientele among the many New York operators by adopting a policy of better service at a low price.

Here Miss Claire Grant is leading the destinies of this firm in the automatic industry. This is their first convention and it is Miss Grant's hope that she will be able to attend the Chicago show and meet with all the manufacturers here.

●

COLUMBUS OFFERS NEW "ZM"

The Columbus Vending Company of Columbus, Ohio, are now offering their new Model "ZM" machine which has a mechanism especially designed for vending different kinds of articles of irregular shapes. This machine does not crush the coatings and it sells these articles at a profit. The machine is meeting with the hearty approval of operators everywhere.

●

Sara—That handsome football star at that party last night was certainly a manly young chap. Did you notice his firm hand clasp?

Clara—I'll say I noticed it. He almost broke my knee!—Film Fun.

MAT-CHA-SKOR

MAT • CHA • SKOR
The Wizard Money Maker

Samples $18.50 Tax Paid

★ Write for Quantity Prices

BUY FROM PEO'S
Direct Southern Factory Branch for Quicker Deliveries and Lower Freight

Western Operators

ORDER NOW

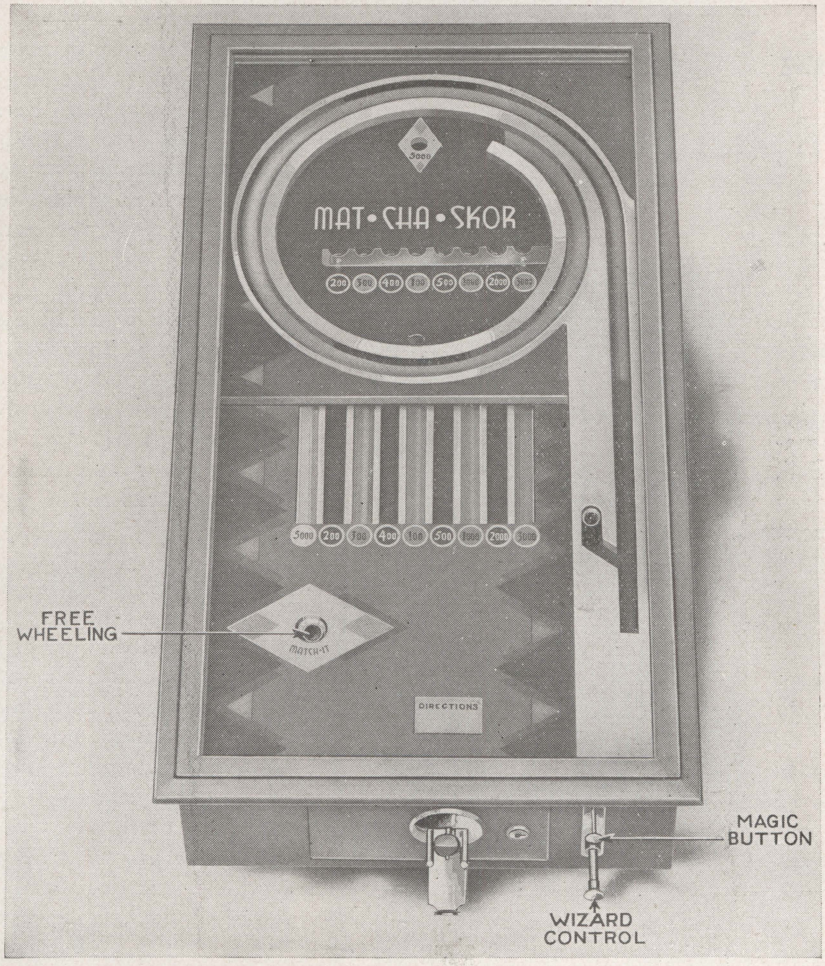
Southern Operators

Also Ready for Delivery

BIG BROADCAST
HORSE FEATHERS
JOCKEY CLUB
BALLY Counter GAME
JACK AND JILL
A.B.T. SPECIAL
STEEPLECHASE
HANDICAP
JIGGERS
TIP-TOP

AND . . . YOU WILL SAY . . . "what about Price?" WELL . . . If we can't satisfy you on price, you'll be THE GREAT EXCEPTION! Try us and see! Get our quotation FIRST on any coin operated machine you want!

NATIONAL COIN MACHINE CORPORATION
1724 NORTH CHARLES STREET
BALTIMORE, MARYLAND



Price

Without Stand

$18.50

Tax Paid

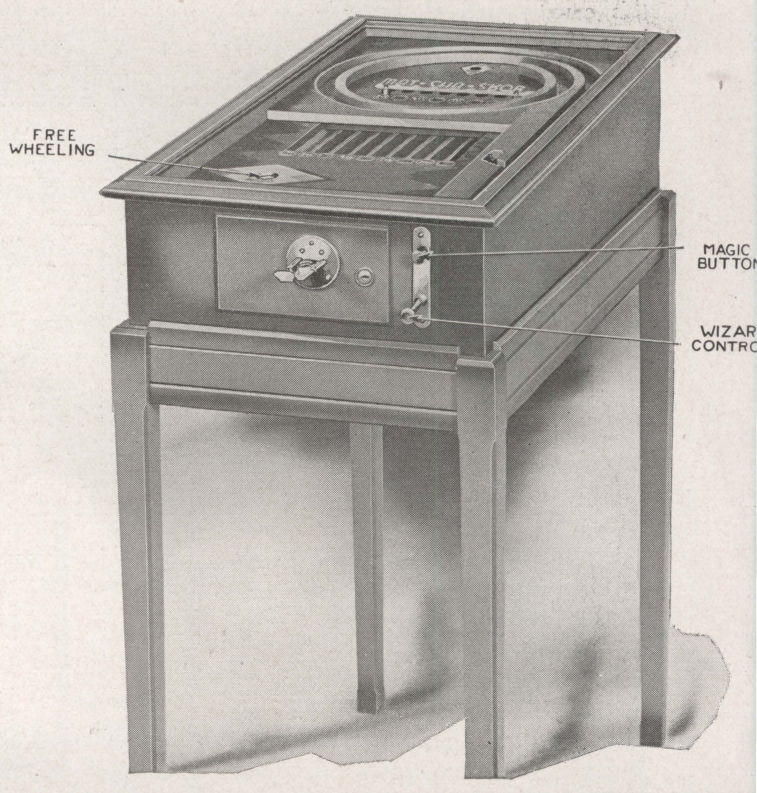
One-third Deposit
Balance C. O. D.

SIZE:

32½ inches Long
17½ inches Wide
Weight 38 lbs. Packed

Full View of

MAT-CHA-SKOR



Wood Stand

(As Illustrated)

$2.50

Tax Paid

Steel Stand

$1.50

Tax Paid

MAT-CHA-SKOR

Smooth as Velvet . . . .
Quiet as a Mouse

●

MAT-CHA-SKOR is the ONLY machine made with patented

WIZARD CONTROL

MAT-CHA-SKOR is equipped with a brand new original idea . . .

FREE WHEELING

And last, but not least, MAT-CHA-SKOR alone has this novel feature:

MAGIC BUTTON

●

NOTE: We make no rash claims or misleading promises . . . nor do we publish testimonials. Instead, we call to the operators' attention our reputation for square dealing . . . for building money-makers and building them **right** . . . and for invariably making good our guarantee: "Satisfaction within ten days, or your money refunded."

Send for your sample MAT-CHA-SKOR today . . . this machine DESERVES your investigation!

PEO MANUFACTURING CORP. Rochester, N.Y.

Branch Offices:

1123 Broadway
New York City

1165 Michigan Avenue
Buffalo, New York

4332 West Harrison Street
Chicago, Illinois

1530 Parrish Street
Philadelphia, Pa.

Hotel Hollenden
Cleveland, Ohio

1724 North Charles Street
Baltimore, Maryland

Annapolis Hotel
Washington, D. C.

The Greeks had a Word for it

"ΚΑΛΟΣ"

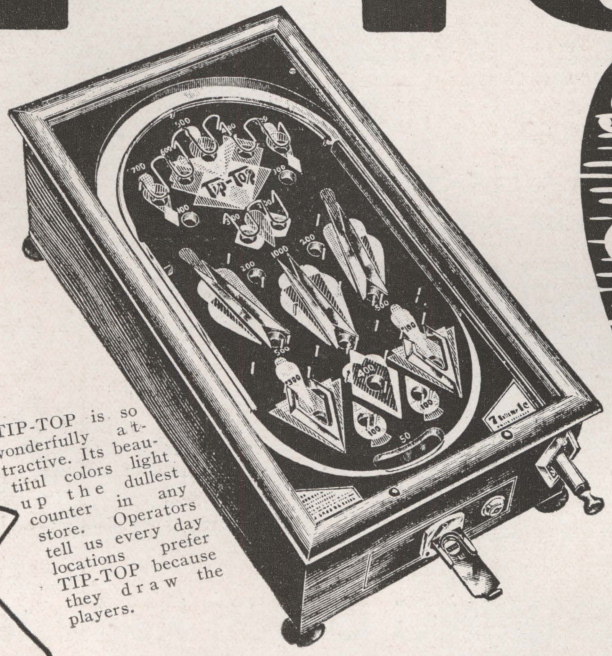
and it meant

BETTER FINER MORE EXCELLENT

which applies to

TIP-TOP

and its EARNINGS



The Sensational New Counter Game

TIP-TOP is so wonderfully attractive. Its beautiful colors light up the dullest counter in any store. Operators tell us every day locations prefer TIP-TOP because they draw the players.

Size

23 in. Long—12 in. Wide
8 in. High

1c and 5c Play

JIGGERS SENIOR
46 in. x 21 in.

The Greatest Senior Value in the Country

and

Jiggers Junior

The Fastest Seller of Them All!
Order from your nearest jobber!

A Marvelous Money Maker for All Locations!

How the players go for TIP-TOP! Watch that ball circle the complete board twice before scoring! What a thrill when it zips into the arrow inclines to score the thousands.

Superior construction throughout. Coin Slot and Cash Drawer built into front of machine for quick, easy servicing. Sensitive Plunger. Aluminum fittings. The most beautiful Counter Game designed.

CANADIAN BUYERS WRITE

CANADIAN GAMES MANUFACTURING CO.,
Fort Market Street, East, Winnipeg, Man., Canada.

GENCO INC. 2625 NO. ASHLAND AVE. CHICAGO ILL

The Viking Club Grows

When Eric Wedemeyer, our outstanding importer of novelties from the Iron Claw and Digger machine men throughout the country, started his Viking Club, he did so for he felt that there was an actual need to many operators to know just what types of novelties were in vogue at the moment. Eric tells us that he never expected so hearty a response to his club. Letters have come in by the hundreds and applications have been filled out and mailed back in like quantity.

Today the Viking Club is one of the most outstanding and original ideas which has ever yet been presented for the benefit of any set of operators in the country. Here the Iron Claw and Digger men are assured a free sample service as well as a bulletin which gives them timely hints from other operators of their same type of equipment from all over the country.

There is no doubt that Eric Wedemeyer is one of the most experienced men in this division of the industry for many apparent and logical reasons. In the first place he has hundreds of operators calling at his beautiful display rooms every day and naturally through this contact comes to know of the latest conditions as well as collections and other essentials in regard to their many individual operations.

He is therefore in a position to pass along to other operators, the many new steps which the men with large operation of Claws or Cranes or Diggers are taking to increase the earning capacity of their machines. He is in fact the clearing house of the country today as far as Iron Claw, and Digger machine operation is concerned.

He has correspondence with men from every state in the Union and knows what conditions exist in that state or even to the very various cities themselves in regard to these great money making machines. In this fashion and through the new bulletin of the Viking Club all his customers receive constant news and suggestions invaluable to them in the further conduct of their business.

It is necessary for all operators to have such a clearing organization as Eric Wedemeyer has built at 170 Fifth avenue, New York City. Eric himself is one of the most pleasant as well as one of the first men to come to the aid of any Claw operator in distress. He helps them from the first day they enter into such operation and has continued for years with the largest as well as the smaller operators of this type of equipment.

Now his Viking Club free sample and bulletin service plus his many personal letters will undoubtedly help hundreds to get started on the right track. He knows just about all there is to know concerning Claws, Cranes or Diggers and their means of operation.

HERE AT LAST!

THE MACHINE all the operators have been waiting for. Not a novelty, but a steady money-getter. Priced right and made right by the well known manufacturer of the famous Iron Claw.

20th Century Digger

* * *

Take advantage of the special introductory offer, one to a customer ($69.50) for a limited time only.

Write—Wire for Details

MEYER WOLF
1212-14 South Fifth Street
PHILADELPHIA, PA.

LOCATION RECORD SHEETS

FINEST route system in existence. Used by thousands of operators throughout the country. An absolute necessity for modern coin machine operating whether you have one machine or a thousand. Works successfully with any type machine that is coin operated and fits conditions of any location. Saves time and money and avoids costly mistakes.

FREE Send postcard requesting free samples and price.

Apex Record Company
1112 "W" Enquirer Bldg.
CINCINNATI, OHIO

JOIN the VIKINGS

No Cost — No Dues

All qualified members will receive periodically leaflets with valuable suggestions and ideas as to successful automatic merchandising.

BUT WHAT'S MORE . . .

FREE SAMPLE SERVICE

To be a Viking means that you will also receive for your approval samples of the newest creations and importations of novelties, gifts and premiums as they are introduced to the trade. You can judge the merits of an item by actually holding it in your hand. The variety of merchandise obtained through this service will

create new interest in your machines . . .

Stimulate Play and increase your revenue

Operators of

Iron Claws (Reg), Electric Cranes, Diggers and Scoops!

Do Not Fail to Reply!

ERIC WEDEMEYER
IMPORTER
The Home of Viking Products
170 Fifth Ave., New York

FILL OUT and MAIL
ERIC WEDEMEYER
170 5th Ave. ● New York

I wish to become a member of the Viking Club. Please mail details and application blank.

Name.....

Address.....

City.....

State.....

The Vending Machine Company

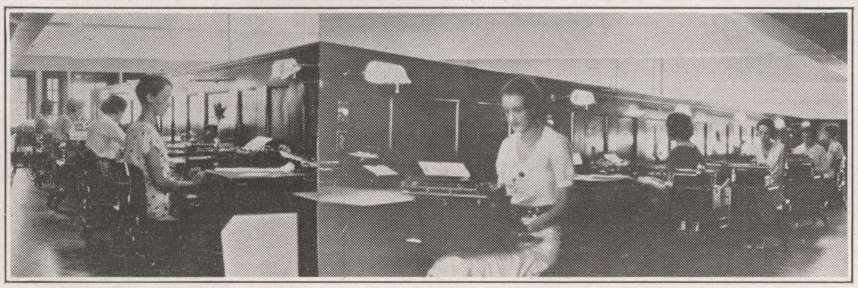
Joe Calcutt and his Vending Machine Company of Fayetteville, N. C., are stepping along and doing plenty of business as usual.

This firm, one of the largest jobbers and factory distributors, has been in the field a long time, in fact, they were one of the first jobbing houses to open warehouses and showrooms and start serving the operators in a high class manner.

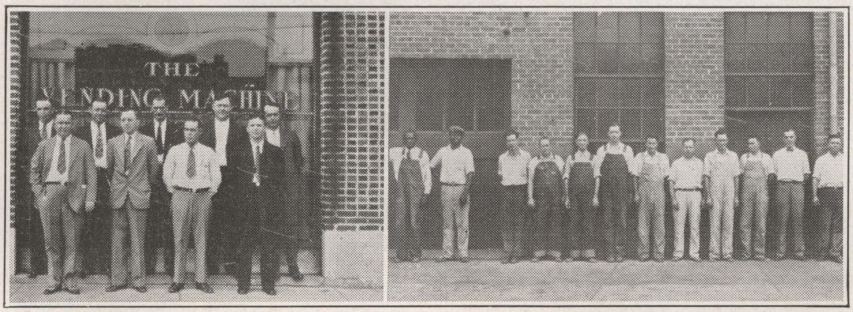
In speaking of the "Marbl-Jax" machine, Mr. Calcutt says:

"You will notice in our ad we are advertising the Marbl-Jax and in this ad we make a statement that one location turned us in $60.00 net on one of these pin games. Some of the boys may think this is a fabulous statement but it is positively a fact and just this morning we received a report from our agent in this territory turning us in $62.00 from this same location. This collection represented a third week. The first week we got $42.00 and, to tell you the truth, we have never yet made a sale on one of these Marbl-Jax but what repeated. Of course, this $62.00 per week spot is an exceptionally good location but our agent also gave us a report on other machines doing from $15.00 to $35.00 which we consider darn good—that is, $15.00 to $35.00 net to us."

JOE CALCUTT, President The Vending Machine Co., Fayetteville, N. C.



Interior view showing section of beautiful offices of the Fayetteville Vending Machine Company



This portion of the local sales force of the Vending Machine Company, and the group of skilled mechanics sell machines and keep them in clicking condition from Maine to Mexico.

Any machine that an operator wants, any parts he needs, in fact any class of service whatsoever, the Vending Machine Company of Fayetteville, N. C., can supply it.

TWO MORE BRANCHES FOR D. ROBBINS & CO.

David Robbins of D. Robbins & Co., of this city has just opened two new branches, one at Philadelphia, Pa., and the other at Boston, Mass.

Messrs, Abelman and Mann will be in charge of the Boston office at 90 North Washington street. Bill Gross will be in charge of the Philadelphia branch which is at 431 West Lehigh avenue.

Model ZM

It Sells 'Em At a Profit

PISTACHIO NUTS
ROASTED ALMONDS
CASHEW NUTS
PECANS
PEANUTS
CANDY COATED RAISINS
RAINBOW NUTS
VENDER DIBS

This "COLUMBUS" Model "ZM" is equipped with a new EASY-VEND mechanism. It's just the vendor you need for selling Pistachios or any other articles of irregular shapes. Place these machines in your territory now and cash in on the profits.

Manufactured By

The Columbus Vending Company

2005-2013 East Main Street
COLUMBUS, OHIO U. S. A.

Exhibitors News Notes

Churchill Cabinet Company—The Churchill Cabinet Company, 2119 Churchill street, Chicago, Ill., will exhibit their products at the big show. Mr. O. Gullicksen, president, and Mr. S. T. Gullicksen will be in charge of the booth.

*

Pan Confection Factory—The Pan Confection Factory of 341 West Erie street, Chicago, will display their products at booth No. 57. This firm produces many products that vends through coin operated venders. Mr. C. A. Gerlach will be in charge of the Pan Confection Factory's booth and wishes to meet all operators attending the show.

*

H. C. Evans & Company—The H. C. Evans & Company of 1528 West Adams street, Chicago, makers of that famous game, Saratoga Sweepstakes, will be showing their offerings from booth No. 44. Mr. R. W. Wood and Mr. R. Shriver will be in charge during the convention.

*

A. B. T. Manufacturing Co.—The A. B. T. Manufacturing Company of 3311 Carroll avenue, Chicago, will use FOUR booths in displaying their machines and parts. Be sure and visit this great showing of coin machine equipment. Their booths are 8, 9, 10 and 11. Mr. H. J. Fisher of the A. B. T. firm will be in charge of the booths.

*

N. Shure Company—The N. Shure Company, will exhibit their offerings at booths number 54 and 55. Mr. Sam Shure and Mr. Walter Rust will be in charge of the booths. N. Shure Company is the largest wholesale house of its kind in the United States, was established in 1888. Every operator attending the show should call at the N. Shure Company's booth.

*

J. P. Seeburg Corporation—The J. P. Seeburg Corporation, 1500 Dayton street, Chicago, Ill., will exhibit a new type of automatic phonograph together with two new types of higher grade amusement machines at booth No. 16. Visit the Seeburg exhibit.

*

Rock-Ola Mfg. Corp.—The Rock-Ola Manufacturing Corp., Chicago, Ill., will have an unusual and attractive display of all kinds of coin operated equipment. Mr. Rockola, Mr. J. O. Huber and Mr. Paul S. Bennett will be in charge of the Rock-Ola booths. Make their booths your headquarters and see all the latest money-makers.

*

Northwestern Corporation — The Northwestern Corporation of Morris, Ill., will be showing their outstanding and money-making machines at booths 32 and 33. Mr. E. A. Bolen, W. E. Bolen and W. R. Greiner will be in charge of the two booths. Every operator attending the show should visit the Northwestern exhibit and see for themselves the possibilities of this firm's machines.

*

American Sales Corp.—The American Sales Corporation, 936 Wrightwood avenue, Chicago, Ill., will display quality machines at booths No. 23 and No. 24. Those in charge of their display will be Lee S. Jones, W. D. Gousset and Wayne Smith. The American Sales Corp. have some attractive offerings for operators to see.

*

Mills Novelty Co.—The Mills Novelty Company will occupy five booths at the big show. These booths will be overseen by Vince Shay, coin machine sales manager and James Mangan, director of advertising for the Mills firm.

*

D. Gottlieb & Co.—The D. Gottlieb & Company's goods of merit will be shown at booths 3, 4 and 5. D. Gottlieb himself will be right on the job to meet all operators and render the sort of service that they like.

*

Standard Mfg. Co.—The Standard Manufacturing Company will be on duty at booth 6. This firm will show the famous Majestic machine and many others.

*

Advance Machine Co.—The Advance Machine Co. will have two booths, 14 and 15. Mr. A. E. Gebert will be in charge.

*

Bally Mfg. Co.—The Bally Manufacturing Co. will display their wonderful money-making machines at booths 19 and 20. Operators are expected to make the Bally booths their parking place.

*

D. Robbins & Co.—The D. Robbins & Company of Brooklyn, N. Y., will be on the job as usual at booth number 43. Dave Robbins himself will be right there showing the boys the real cash producing equipment.

*

Genco, Inc.—The Genco, Inc., will be showing their famous "Jiggers" and other machines at booths 45 and 46. See them.

*

Daval Mfg. Co.—The Daval Manufacturing Co. will be right on the job at booth 56. This firm will show their new machine the "Uultra Modern Daval Gum Vendor" and others.

*

Automatic Jobbers Association—The Automatic Jobbers Association of New York will be in booth number 50. Be sure and pay this exhibit a visit and get acquainted.

*

Eric Wedemeyer—Eric Wedemeyer of 170 Fifth avenue, New York, is going to display and exhibit at booth 58, thousands of premiums and prizes for all kinds of prize giving machines and pin games.

*

Flatbush Gum Co.—The Flatbush Gum Co. of Brooklyn, the old reliable makers of all kinds of ball gum and

(Continued on Page 20)

Western Operators
Invest Your Pin Game Profits
in the
BALBA ASPIRIN VENDOR
and insure your future income
Felton Sales Co.
1120 Arguello Street
Redwood City, Calif.

James M. Buckley of Bally Manufacturing Co. Mr. Buckley will be explaining the merits of Bally games at the big Bally exhibit.

H. J. Fisher of A.B.T. Mfg. Co., who will be in charge of the A.B.T. booths No. 8, 9, 10 and 11.

Ray T. Maloney of Bally Manufacturing Co., who will be active at the Bally booths, Nos. 19 and 20.

R. W. Hood of H. C. Evans & Company who will be on duty at the H. C. Evans & Company's booth, No. 44.

A. E. Gebert of the Advance Machine Co., who will be in charge of the Advance booth.

O. Gullicksen, president of the Churchill Cabinet Co., who along with S. T. Gullicksen, will be in charge of the Churchill exhibit.

Meet Us At The Big Convention

Penny or Nickel Play
Width 24½ in., Length, 24½ in.
Height Overall, 36¼ in.
Weight Only 40 Pounds

Visit
BALLY
BOOTHS
19-20

Coin Machine Manufacturers Association Convention, Chicago, February 20-23, inclusive, and see

MIKE-AND-IKE
JACK-AND-JILL
THE MONARCH
THE PRESIDENT
AIR-MAIL
"BALLY"
AND OTHER
BALLY GAMES

MIKE ...AND... IKE

The Most Compact Twin Game on the Market

SAMPLE MACHINE
ONLY
$21.50

Lots of 5, each . . $20.00
Lots of 10 or more, ea. 19.00

Price Includes Tax. Machine comes complete with steel stand.

TERMS: One-third deposit with order; balance C. O. D. F. O. B. shipping point.

Small Space . -:- . Big Pay!

THE FAVORITE MACHINE FOR
candy stores, school stores, cigar stores, drug stores, small restaurants and other locations where space is at a premium.

Beautiful Walnut Cabinet and Playing Fields . . .
Pin Layout Insures High Speed Excitement . . . .
Now Earning Big Money for Operators ! ! ! !

Order Today! Your Jobber Has It!

The BALLY MANUFACTURING COMPANY 310 W. Erie St. CHICAGO, ILLINOIS

Exhibitors News Notes

(Continued from Page 17)

products for operators will be at booth No. 40.

*

International Mutoscope Reel Co.—The International Mutoscope Reel Corp., Inc., of New York, will be at booth number 1. This firm will show many machines of the latest type.

*

F. & C. Mfg. Co.—The F. & C. Manufacturing Co. of Marysville, Ohio, will exhibit some new games at booth 13.

*

Bingo Novelty Co.—The Bingo Novelty Company of Chicago will display a wonderful showing of machines at their booths, 21 and 22.

*

Watling Mfg. Co.—The Watling Mfg. Co. of Chicago will show their machines at booths 23 and 24. Their new penny play jack pots will be in evidence as well as their famous Watling springless scale.

*

Keeney & Sons—Keeney & Sons of Chicago will have a fine showing of equipment at booths 25 and 26.

*

Goudey Gum Co.—The Goudey Gum Co. of Boston, Mass., will be on the job at booth 35. A big showing will be on display.

*

Baird Lock Co.—The Baird Lock Company, Chicago, will show their locks at booth 34.

*

Wm. Gent Co.—The Wm. Gent Co. of Cleveland will have an attractive display at booth 36. Be sure and visit them. Wm. Gent will be in charge.

*

Universal Novelty Mfg. Co.—This firm will be showing their winners at booth number 37.

*

Peo Mfg. Corp.—The Peo Mfg. Corp. of Rochester, N. Y., will show their new winner "Mat-Cha-Skor" at booth 38. Be sure to look in.

*

Chicago Lock Co.—The Chicago Lock Co. will be showing locks at booth number 39. Plenty of good locks. See them.

*

Electra Corp.—This is a new Chicago firm and they will have an exhibit at booth 42, showing new games.

*

Dixie Music Co.—The Dixie Music Co. of Miami, Fla., will be showing some fine offerings at booth 47. Mr. Shayne will be in charge.

*

Groetchen Tool & Mfg. Co.—This leading Chicago manufacturer will show and explain their money makers to all operators at booth number 48.

*

U. S. Electric Co.—The U. S. Electric will have a display at booth 51. Be sure and look in.

*

O. D. Jennings & Co.—This outstanding manufacturer will have an attractive showing of all coin machines at their booth number 52. Don't miss this display.

*

Exhibit Supply Co.—The Exhibit firm will show their offerings at booths 59 and 60. Pay them a visit.

*

Caille Brothers—This Detroit firm will have a showing at booth 61. Drop around.

*

Illinois Lock Co.—This Chicago lock company will exhibit locks at their booth, number 62. Look them over.

*

John N. Germack—Booth 63-A will house this firm's display. The company's headquarters is Detroit. Visit with them.

*

Midwest Merchandiser—The showing and display of the company will be found at booth 63-B. A welcome awaits every visitor.

*

K & S Sales C.—Another well known Chicago house that will exhibit equipment at booth 63-C. Don't miss this showing.

*

Home Novelty Co.—This is a firm from Altoona, Pa., and they promise a showing of some money-makers. See them.

*

Ohio Specialty Co.—This Cincinnati firm will exhibit at booth number 85.

*

Birmingham Vending Co.—Down in Birmingham this firm does business from coast to coast. They will be at booth 86 with a good exhibit.

*

Miles Autostack Co.—Another Chicago firm that will show merchandise machines at booth 106. Don't fail to look their offerings over.

*

A. M. Walzer Co.—This firm hails from St. Paul, Minn. Their exhibit will be located at booth number 107. See it.

●

Automatic World — This leading publication of the coin machine industry will exhibit at booth 102. Come see us.

●

SPECIAL NOTICE TO TEXAS OPERATORS

How would you like to ride a first class bus to Chicago? This bus will have reclining chairs, pillows being furnished and every possible effort will be in evidence to assure the comfort of the passengers. There will be card tables for six, porter, ice water, two drivers and a mechanic. Stop anywhere at any time. The fare from San Antonio will be $30.00 round trip and $20.00 for round trip form Dallas and Fort Worth. Operators and others in San Antonio should see Mrs. L. Powell, at Crockett Hotel and arrange their reservations. Dallas and Fort Worth parties get in touch with F. C. Ewing, 116 East Fifteenth street, phone 2-5288. Bus will leave Fort Worth and Dallas about February 17. At least thirty people will have to make reservation in order to create this trip by bus at this low rate.

●

15 MANAGERS TO BE AT SHOW

The Supreme Vending Corporation promises to assist in creating a good attendance at the big show by having their fifteen managers attend.

Ben J. Chromy
Counsellor in Patent Cases
710 Fourteenth Street, N. W.
Washington, D. C.

Billiard Cloth

10 Different Grades

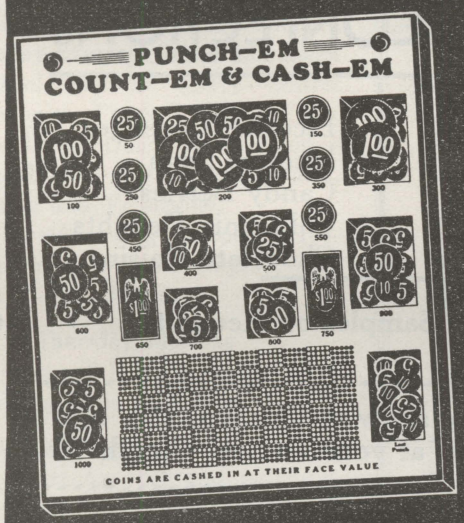
To Choose From

We are manufacturers of cloth only.
Will send samples and quote prices
on request.

The Saxton Woolen Corp.

NORWICH, CONN.

Identify yourself to advertisers by mentioning AUTOMATIC WORLD



GOLD! GOLD!

JACK POTS FILLED WITH GLISTENING COINS

1200 HOLE - 2000 HOLE - 3000 HOLE
Take Your Choice - Each One a Flash

Write for Our Price List Catalog

(Licensed Under Patent No. 1260767)

CHAS. A. BREWER & SONS
The Largest Board and Card House in the World
6320-32 Harvard Ave., CHICAGO, U. S. A.

Identify yourself to advertisers by mentioning AUTOMATIC WORLD

International Mutoscope Co. Head Brings Out Small Crane

Observing the universal attraction of excavations—he forgets whether it was on the site of the Empire State building or London Terrace that he made the observation, William Rabkin, president of the International Mutoscope Co., conceived the electric traveling crane which picks up jelly beans, vanity cases, flashlights and lots of nickels. The nickels are for the operators of the cranes; the jelly-beans are for the players.

"There is nobody so classy he will not stop to look at a steam shovel," said Rabkin today as he surveyed a showroom full of shoot-o-scopes, Tiny Tim golf games, sex-o-meters, wheels of fortune, goofies and King Tuts at 445 West 31st street.

"If this game should happen to be in a speakeasy, and it should happen the proprietor should say in exchange for a token you pick up skillfully with the crane you get, say, a bottle of Scotch, that is violating the Prohibition law, and I am against it. Still, how do I know what they do with the machines?"

"Pin games and games like the electric crane, which call for skill, are sweeping the arcades," said Rabkin.

Playlands are succeeding penny aracades in most places, he said. The chief difference is that playlands feature competitive games.

Business is pretty good. Rabkin boasts that he has not fired anybody nor cut aa salary.

Bromberg Launches New Price List Policy

Genial 'Irv' Bromberg 'head man' of Irving Bromberg Company, one of the laragest automatic coin controlled machine jobbers in the East, has announced a new policy in connection with the issuance of price lists. From now on, and henceforth, his company will issue a confidential price list limited in circulation to operators.

"The graavest condition that confronts the operator," stated Mr. Bromberg, "is the ability of storekeepers and other unauthorized folk to easily learn the cost of games. I don't know of another business where a similar condition exists, and we jobbers owe it to the operators to give them this selfsame protection.

"With that in mind, I have decided to issue a confidential price list, which will be restricted in circulation to legitimate operators exclusively. It is possible that I may lose some sales thereby, but I am cheerfully willing to make this sacrifice in my campaign along these lines.

"Hereafter, my organization, all branches, will send prices and trade information to this group alone. I hope that my fellow jobbers, locally and nationally, will see the justice of this policy and institute similar ones for themselves. It is my belief that this is one way jobbers can add to the stability of the entire industry and protect the operator."

Ella—"Look out for the Boss, he's quick at figures."

Stella—"Don't worry—I won't let him make any advances except in my salary."—Film Fun.

The Three Outstanding Reasons for
FLATBUSH GUM'S 15 YEARS SUCCESS

1 QualitY - 2 FlavoR - 3 PolisH

5/8" BALL GUM 3/4"

PENNY KING—REGINA—SPECIAL
PRIZE BALLS—15-16 in. BUBBLE

PANNED CONFECTIONS

Boston Beans	Licorice Lozenges
Rainbow Peanuts	Licorice Eggs
Burnt Peanuts	Candy Berries
Red Peanuts	California Delights
Chocolate Peanuts	Chocolate Raisins

Prices and Samples on Request

Don't miss the big show at Chicago. Our representative will be at your service—Booth 40

FLATBUSH GUM CO., Inc.
250 36th Street—Brooklyn, N. Y.
DISTRIBUTORS IN ALL PRINCIPAL CITIES

Program

OFFICIAL PROGRAM COIN MACHINE EXPOSITION AND CONVENTION

Monday 10 A. M.—Lous XVI Room

Presidential Address by Mr. Lee S. Jones, President, Coin Machine Manufacturers Association of America, Inc.

Address of Welcome—Hon. Mr. Anton J. Cermak, Mayor, City of Chicago. The man who put GO in Chicago.

Congressional Experiences—Hon. Jas. T. Igoe, "Wet" Congressman From Chicago.

Address—"Honest, Clean-cut Advertising Pays"—Mr. J. O. Huber, Secretary and Treasurer, Coin Machine Manufacturers Association of America, Inc.

"The Manufacturers as a Whole"—Mr. William Rabkin, President, International Mutoscope Reel Co.

Tuesday 10 A. M., Louis XVI Room

Special Operators Meeting, Conducted by the Independent Coin Machine Operators Association of Chicago. Speakers from various operators' associations will give interesting talks. Operators will be given permission at this meeting to discuss their various views.

Report of Secretary.

Report of Committees

Discussion by Various Manufacturers.

Wednesday Evening, Grand Ball Room

Eat, Drink and Be Merry—Master Ceremonies, 7 to 9 P. M.

Informal Dinner Dance and Banquet—9 P. M. to ? ? ? Whoopee Party, Dancing and Vaudeville.

10 P. M.—Awarding of Special Trophies for Best Booth Display, Also Most Popular Machine.

Thursday Morning

No meeting will be held, unless asked for. This date held open.

Banquet and Entertainment

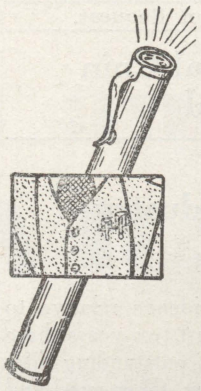
The finest banquet and entertainment which you have ever seen, awaits you at this year's show. The entertainment alone will cost over one thousand dollars. Only the best headline acts, and orchestras will amuse you. Hear Ben Bernie, the Old Maestro, and his gang make whoopee, a treat you will never forget.

Special Meeting

Tuesday, February 21, a special meeting of operators will be held in the Louis XVI Room. This meeting will be conducted by the officers of the Independent Coin Machine Operators Association of Chicago. All operators and officers of the various operators associations are requested to ta take a part and be in attendance, as interesting and instructive talks will be given by the various officers and officials of the various operators associations as well as the various manufacturers. No button-holing or soliciting will be allowed at this meeting.

Hours of exhibition will be
Monday—12 noon to closing time.
Tuesday—12 noon to closing time.
Wednesday—12 noon to 7 P. M.
Thursday—12 noon to 6 P. M.

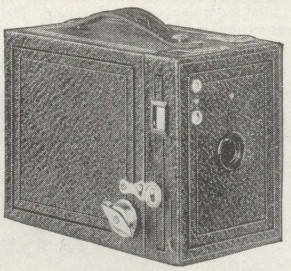
FOR IRON CLAW & PIN GAME PRIZES SEE



No. A-2333 A NEW JUNIOR ACTION LAMP 85c

No. A2332 FLASHY POCKET LITES 16c

No. A2331 EASTMAN CAMERA 58c



SCENE-IN-ACTION FOREST FIRE LAMP

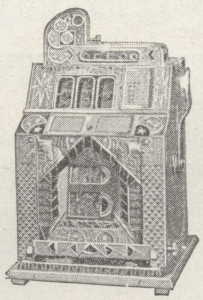
WRITE TODAY For Catalog 32

Watches
Jewelry
Clocks
Silverware
Electricware
Luggage
Sporting Goods
Toiletware
Novelties, etc.

The largest stock in the Mid-West. Address Dept. A-W

JOSEPH HAGN COMPANY
LEADING WHOLESALERS SINCE 1911
223-225 W. Madison St. Chicago, Ill.

BUY ON A GUARANTEED PLAN



MILLS
★★★★★★★★

LATEST SILENTS
Escalator Type
Double Jack Pot
Front Venders

$47.50 Ea.

All Have High Serial Numbers

Every machine like new. Guaranteed 100% working order. Terms: One-third Deposit, Balance C. O. D.—F. O. B. New York.

All the Latest Pin Games at Lowest Prices

MAT-CHA-SKOR ● BIG BROADCAST ● JOCKEY CLUB
EIGHT AND SIX JR. AND SR. ● BOUNCING BALL ● TIP-TOP
JIGGERS—AND ALL THE OTHERS.
● WRITE FOR NEW PRICE LIST ●

Remember . . . We have hundreds of fine used machine bargains—some only one week used. Write for list.

AMUSEMENT COIN MACHINES CO.
Telephone DEcatur 2-3883
62 Kingston Ave., Brooklyn, N. Y.

Automatic World

120 St. Louis Avenue
FORT WORTH, TEXAS

AUTOMATIC WORLD PUBLISHING CO.
An independent, nationally circulated journal published monthly in the interest of the Vending Machine and Coin Operated Device Industry of America.

AARON SMITH - - - - - - Business Manager
O. J. BRANCH - - - - - - Advertising Manager
TOM MURRAY - - - - - - - - - - - Editor

Subscription Price:
One Year $1.00
THREE years $2.00
Canada, One Year.....$1.75

Advertising Rates Furnished Upon Request.

Second Oldest National Coin Machine Journal

The Coin Machine Industry Is Growing

There is a noticeable growth in evidence relative to the coin machine industry. During the past two years there has been injected into the craft some outstanding life. Manufacturers have wiped the mist from their eyes and have been hitting on all six cylinders, producing new offerings faster than ever before. They have become more alert to the operators' needs and are making an effort to take care of them.

Reliable jobbers and distributors have sprung up all over the country and are assisting the manufacturers to move more merchandise and extend the operator a better service. All this is growth, growth that must come with a rising industry, it can't be held back.

New operators have entered the field and this new blood, mingled with the older blood, has put new life into operating coin controlled machines.

Trade journals, covering the industry have also entered into the growth. No longer is this an industry that points only to a pamphlet publication as their means of reaching the huge market. Today we have outstanding coin machine journals that cater EXCLUSIVELY to the industry. This is also growth that comes with a growing industry and it can't be held back.

All together, our industry is growing, it is expanding and we who have been members for all these years should be proud of the renewed life and action that is in evidence.

—o—

Let's Turn That Corner with New Equipment

Let's turn that corner we have been hearing so much about with an outlay of new equipment. Let's junk a lot of old machines that have grown obsolete and give the locations and customers something new.

You will never lose by buying good, new equipment. Instead of losing you will always profit by keeping new machines and products.

The country is flooded with obsolete equipment and there is nothing that will revive business in the coin machine industry quicker than new stuff. We have plenty of reliable manufacturers from whom this equipment can be purchased and most of these firms will have their equipment displayed at the big show. It will be worth any operator's time and money to visit this big showing of coin operated machines on dress parade. There you can see for yourself, test the machines, sample the products and meet face to face the men you do business with.

Don't forget, Chicago, Sherman Hotel, February 21 to 23. A big, grand and glorious time awaits every visitor.

—o—

We Don't Need Any More Manufacturers

We don't need any more manufacturers in the coin machine industry. We have plenty now. In fact, there are enough manufacturers with proper equipment to supply the operators with ample machines for years to come. Manufacturers who have studied this industry for years, have invested their all for the operators' sake and who are working for his interest, should be supported by the operators. We should not encourage the fly-by-night manufacturer who slips in when no one is looking, throws a piece of junk together and unloads it upon the poor "op" and then folds up and slips out again. Operators are to blame for this kind of stuff. Don't buy from these unknown firms, stick to the man who has stuck with you and nine times out of ten you'll be better off in every respect.

We would hate to attempt to count on our fingers the number of pin game manufacturers that sprung up during the last two years and who have now passed off the stage, leaving only a "hissing" audience, an audience that received a nice little gypping for their money. Yet, midst it all, we can brush the curtain aside and view the reliable ones still with us and plugging along trying to help the operator make some money. Operators! these manufacturers are your friend, they are interested in your success, they can supply you with plenty of machines, so, let's stick with them. We don't need any more manufacturers.

—o—

Automatic World Booth Is No. 102

AUTOMATIC WORLD'S booth will be located on the mezzanine floor and will be right where you can't miss us. Be sure and drop by and say hello. The number of the booth is 102. Don't forget to come around as we want to meet every operator that visits the show.

—o—

Don't Forget That Receipt

If you ride the trains to the Chicago show, be sure and ask your ticket agent for a RECEIPT when you purchase your ticket. It will require 150 of these receipts in order to receive half fare on your return ticket. Remember, ask for the receipt and don't lose it after you get it.

Turn pennies and nickels into DOLLARS

MONEY for the jobber!

MONEY for the operator!

EVERYBODY HAPPY!

Here are the three new PROSPERITY models that are going to make money for you!

PROSPERITY COIN MACHINE CORP.

1210 NORTH CHARLES STREET

BALTIMORE, MD.

"PICCADILLY JUNIOR"

Piccadilly Junior

Length . . . . 35 in.
Width . . . . 17 in.
Height . . . . 37 in.

HERE'S the machine you've been wishing for—a machine with an element of *skill* to lure the player to try again and again. The knob at the front controls the revolving center dial—the player can turn it in either direction to "trap" the ball into one of the high numbers. Fascinating? You bet! And so beautifully built that you can place it anywhere; so mechanically perfect that you can forget all about "servicing" or "trouble calls." For a "junior" model, the Piccadilly earns a man-sized income!

SAMPLE MACHINE

$19.50

(Wooden Table, $3 Extra)
TAX INCLUDED
F. O. B. FACTORY

Terms: 1/3 Cash With Order.
Balance C. O. D.

Exclusive Features

No pins.

Front money drawer with coin slot mechanism in drawer.

Revolving center dial controlled by knob in front.

Colored balls of lustrous, unbreakable CATALIN

Colorful CATALIN bumpers.

1c or 5c play.

Cabinet finished in two-tone walnut or maple.

Place your order AT ONCE and get the jump on competitors!

"ARISTOCRAT" THE ROLLS-ROYCE of COIN MACHINES

HOW would you describe a "Rolls-Royce" to a man who had never seen anything better than a Buick? That's what we're up against when we try to tell you about the "Aristocrat"—the Rolls-Royce of coin machines.

Beautiful beyond words—you can tell that by looking at the picture. But when you see it in operation—when you see its irresistible fascination attracting player after player, for game after game, you'll begin to appreciate what a money-maker it really is!

Don't forget that revolving center dial controlled by the knob makes it a real game of skill, and the skill element is what rolls up the "repeaters."

SAMPLE MACHINE

$42.50

COMPLETE
TAX INCLUDED
F. O. B. FACTORY

Terms: 1/3 Cash With Order.
Balance C. O. D.

"Aristocrat"
Length . . . . 46 in.
Width . . . . 22 in.
Height . . . . 37 in.

Exclusive Features

7 balls 5c.

No pins.

Visible ball count.

Front money drawer with coin slot mechanism in drawer.

Revolving center dial controlled by knob in front.

Colored balls of lustrous, unbreakable CATALIN.

Elevator that never fails to deliver a ball.

Colorful CATALIN BUMPERS.

Modernistic cabinet finished in ebony and gold.

THE OUTSTANDING MACHINE FOR "SPORTLAND"

Be FIRST in your territory with this sure money-maker

"NEW PROSPERITY SENIOR"

DON'T class this as a "figure 8" game. It's new—different—fascinating! And it has been called the most beautiful machine ever created.

That beauty has a real dollars-and-cents value, for you can place this machine in higher class locations than were ever available before. And you can place it a hundred miles from home without worrying about "trouble calls"—for the "Prosperity" is more than mechanically perfect—it is "fool-proof."

Cash in now—get these machines out in your territory early and make a real "killing."

SAMPLE MACHINE

$37.50

COMPLETE
INCLUDING TAX
F. O. B. FACTORY

Terms: 1/3 Cash With Order.
Balance C. O. D.

New
Prosperity
Senior

Length . . . . 46 in.
Width . . . . 22 in.
Height . . . . 37 in.

Exclusive Features

No pins.

Visible ball count.

Front money drawer with coin slot mechanism in drawer.

Colored balls of lustrous, unbreakable CATALIN.

Elevator that never fails to deliver a ball.

Cabinet finished in ebony and silver.

AN IDEAL GAME FOR SPORTLANDS!

LOST TIME IS LOST MONEY--WRITE OR PHONE YOUR ORDER TODAY

Association News

Big Demand for Exhibit Space

The demand for exhibit space at the second annual convention and exhibition of the Coin Machine Manufacturers Association of America, has been so great that all available space in the main exhibit hall have been contracted for, and the ones in charge are offering additional space on the mezzanine floor. This space is directly off the main exhibit hall and must be passed when going or coming from same. The mezzanine floor is choice space and may steal the show from the main exhibit hall.

J. O. Huber, Secy., The C. M. M. A.

Any firm that wishes to exhibit at the great coin machine event should wire J. O. Huber, secretary, Coin Machine Manufacturers Association, 9 South Clinton street, Chicago, Ill., asking for booth reservation. This should be done at once as there is a limit to space even on the mezzanine floor.

START EARLY FOR THE SHOW

All persons attending the show should arrange to be in Chicago Sunday, February 19. Be sure and attend each day and miss nothing. To gain the real benefits from the gathering one should attend all meetings and be there when the show starts and stay until the final curtain falls.

●

NO PRIZES OR DRAWINGS AT SHOW

According to a letter from Mr. J. O. Huber, vice-president and general manager of Rock-Ola Mfg. Co., and secretary of the Coin Machine Manufacturers Association of America, there will be no drawings of any kind in connection with the show. Below we quote Mr. Huber, from his letter of January 9, 1933:

"Last year about this time someone sent out a broadside with the intention of getting money from various operators on the false pretense of running a coin machine operators penny sweepstake in connection with the show which we held.

"The reason I am writing you today is that you can warn the operators and prospective visitors to the forthcoming coin machine exposition that there will absolutely be no drawings of any kind in connection with the show.

"If any operators receive any literature from anyone connected with the operation of any prize drawing we would be interested to hear from them direct as we want to get to the bottom of the matter and see who the people are behind them.

"We will thank you very kindly to give this publicity and hope that we will not have a re-occurrence of this matter again this year."

●

Texas Association News

The Texas Coin Operated Vending Machine Association, Inc., of Texas, has been very active lately. With the Legislature now in session the Association has its attorney on the ground watching every movement in order to avoid any unjust taxation.

Operators all over the state are being roped into the Association and, using Western language, the Association's corral will soon have a nice, large bunch in it. Recent meetings of operators have been held in San Antonio, Dallas, Fort Worth, Waco and Houston. At all of these gatherings operators were enthused over the Association and joined freely. It appears that the Lone Star State will soon have one of the largest association memberships in existance.

The Association is now incorporated under the state laws of Texas, its charter having been granted by the Secretary of State. The membership fee both for operators and associate members is only $10.00 the year. If you are not already a member, send your membership to F. C. Ewing, secretary, P. O. Box 832, Fort Worth, Texas, at once. The Association needs the help and full co-operation of every coin machine person in Texas.

●

SAN ANTONIO NEEDS ASSOCIATION, SAYS W. T. JOHNS OF THAT CITY

"There are too many marble boards in this city," declares W. T. Johns, San Antonio, Texas, manufacturer and operator. "All available locations are occupied by two or more machines, in most cases. Because of this doubling-up on locations, the unit sale has been materially reduced. Operators are displaying more boards than are necessary to do the business they are doing."

Mr. Johns emphasizes that there ought to be a local association of coin machine operators and manufacturers to cope with this and other problems confronting the industry. Another thing that an association could do would be to lessen the use of slugs, he suggests. This latter has been a serious problem in San Antonio for many months.

Out of the Mail Bag

More Results from Automatic World

Attention, Mr. Tom Murray,
Dear Sir:

We take pleasure in informing you that we are more than pleased with the results we have received from AUTOMATIC WORLD. We have been a consistent advertiser and we have found the results not only satisfactory, but we received inquiries from nearly every part of the United States who have mentioned your magazine.

We are placing on the market a new novel amusement machine, "Bouncing Ball," and we wish to assure you that we will use your media for advertising this product.

Yours very truly,
ROYAL SCALE CO.,
B. B. Rochestie.

* * *

Want-Ad Pulls

The Automatic World,
120 St. Louis, Ave.,
Fort Worth, Texas.
Gentlemen:

We have not yet received our copy of January issue, AUTOMATIC WORLD, however, we know our ad is in it, as we have received many inquiries from all over the country. We really are well pleased with results so far.

Very truly yours,
WALD NOVELTY CO.,
Ben Wald.
Arkansas City, Kan.

* * *

WANTS TO DEAL WITH FACTORY

Automatic World,
Fort Worth, Texas.
Gentlemen:

Can you put me in touch with some manufacturer of safety razor blades? I wish to deal with the factory direct. I am building a machine to vend blades and want factory prices on blades.

Your very truly,
A. C. LONEY,
2840 W. 25th Ave., Denver, Colo.

E. A. GINSBURG RETURNS TO FACTORY

Mr. E. A. Ginsburg, sales manager of the Universal Novelty Mfg. Company, 1209 West Washington boulevard, Chicago, returned home February 4 from a trip through Tennessee, Georgia, Alabama, Kentucky and other Southern states, where he has been establishing jobbers. He reports business good and improving, in those states visited. Very fine co-operation is being established between the factory and the jobbers, and from advance information it is evident Universal Products will be leaders during 1933.

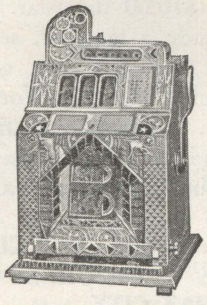
SHAMROCK GOING GOOD IN GEOORGIA

Morris Hankin of the Atlanta Amuse-U Company, 219 Garnett street, S. W., Atlanta, Ga., has been made the exclusive jobber for Georgia for Shamrock, that flashy game being manufactured by the Universal Novelty and Manufacturing Co., 1213 West Washington boulevard, Chicago. Mr. Hankin knows a live game when it is put up to him, and he was not slow in getting into action in his state as soon as he saw the machine.

OPERATORS ORDER, NOW DON'T DELAY
Here Are Some Real Convention Buys!

MILLS LATEST SILENT
Front Vendor Double Jack-Pot-Escalator Type
High Serial Numbers

$47.00 Each



PURITAN BABY VENDORS $12.50 TAX PAID

2-year Guarantee
Coin Release Attachment
Non-shakable Reels

MILLS SILENTS

MILLS 5c Single Jackpot Bell	$20.00
MILLS 10c Single Jackpot Bell	22.50
MILLS 25c Single Jackpot Bell	22.50
MILLS 5c Single Jack Mint Vendor	25.00
MILLS Escalator Silent Mint Vendor	47.00
JENNINGS 5c Single Jackpot Bell	20.00
JENNINGS Today Vendor Single Jackpot	15.00
JENNINGS Victoria Mint Vendor	45.00
JENNINGS New Silent	49.50
ROCKOLA 5c Single Jackpot Bell	20.00

All Guaranteed 100 Per Cent
One-third Deposit—Balance C. O. D.
F. O. B. New York
All the latest Pin Games Ready for Delivery at Lowest Prices

SEND FOR NEW COMPLETE PRICE LIST
Mat-Cha-Skor — Big Broadcast—Shamrock—Jockey Club—Tip-Top—Jiggers Jr. and Sr.—Flash Jr. and Sr.—8 and 6—Jr. and Sr.—Mills Official and all the others—tell us your needs.

COIN OPERATED MACHINES CO.
215 West 125th Street **New York City**

Opening Thousands of Locations

Because of its small size, MIDGET is opening up thousands of new locations. With all the features of the standard size machine, Midget is turning the country upside down. Operators everywhere are realizing the many advantages of a small machine, and are acting accordingly. Midget is mechanically perfect and will last a lifetime.

IT'S GOT EVERYTHING!

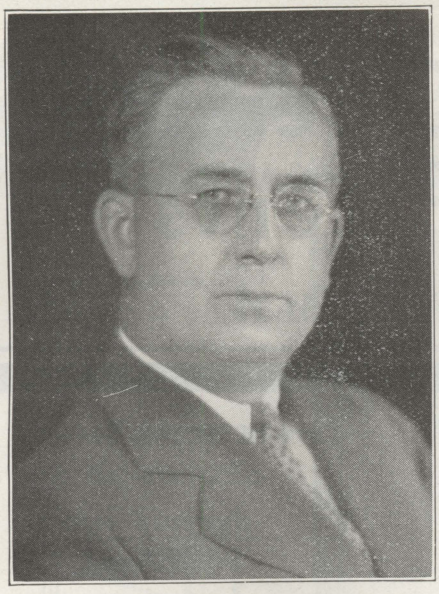
The only practical machine on the market in keeping with modern times. MIDGET has won the whole-hearted support of the country's leading operators. Order a sample today or write for full details, and get the surprise of your life!

IN SIX NEW MODELS!

1c Play MIDGET Jackpot Bell.
5c Play MIDGET Jackpot Bell.
10c Play MIDGET Jackpot Bell.
25c Play MIDGET Jackpot Bell.
25c Play MIDGET Jackpot Bell.
1c Play MIDGET Front Mint Vender.
(Operated with no value checks)
5c Play MIDGET Front Mint Vender.
(Operated with no value checks)
Price $49.50 Tax Paid
$10.00 Deposit With Order
Balance C. O. D.

FEATURES—Noiseless; Automatic Reserve; Non-Stringing Coin Chute; Positive Coin Return; Two Reels; Quick Reading.

F. C. EWING COMPANY, 116 East 15th Street
Box 832, FORT WORTH, TEXAS
"We Are Jobbers and Not Operators"



W. C. SHINN

W. C. Shinn, president, Chicago Lock Co., and L. B. Shinn, who is secretary and manager.

The Chicago Lock Company is one of the largest manufacturers of locks. They cater to the particular needs of the coin machine industry. They will have a large and attractive exhibit at the big show, booth 39. Be sure and visit them. Anything in the lock line that coin machine men need, the Chicago Lock Company can supply it. They are friends to the industry.

L. B. SHINN

Prosperity Offers Three Wonders

We don't believe there has ever been such beauty incorporated into playing boards as the Prosperity Coin Machine Co., of Baltimore, Md., has incorporated into their three wonders, Aristocrat, Piccadilly Junior and New Prosperity Senior.

These three offerings are certainly real "knock-outs" and will win the hearty approval of operators when seen. Cabinet and art work is ace high and all mechanical parts are fool proof and as for attractiveness and interest holding, well, we say again, they're hard to beat.

Mr. White, president of the Prosperity Coin Machine Co., has been highly praised as an honest, reliable and sincere manufacturer and operators are assured of a square deal when dealing with him.

The New Daval Takes Country by Storm

One of the greatest land-slides ever experienced by any new coin operated machine has been bestowed upon the new Daval ultra modern gum vendor which has been launched by the Daval Manufacturing Company, of 116 South Wells, street, Chicago, Ill.

The new machine is on the style of a baby vendor and receives either 1c, 5c, 10c or 25c. This is a big feature within itself for often a fellow has one or the other of these coins in his pockets. No use of operators debating the question, this new Daval gum vendor is the real "knock out" for 1933. It will be standing supreme and alone when many other machines have taken the count and gone the way of all machines. The machine has precision built mechanism throughout and is guaranteed for five years of trouble-free operation.

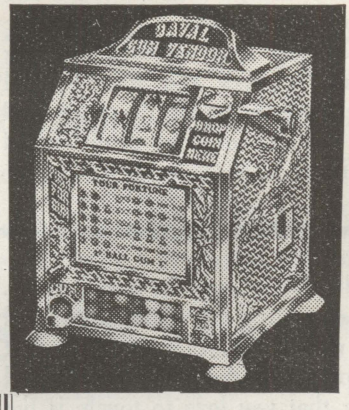
NEW DALLAS FIRM OPENS

The Dixie Novelty Company, headed by Sol Kolber, a pioneer of the coin machine business in Texas, has opened its doors for business at 3405 Main street, Dallas, Texas. The firm will deal in new and used equipment. Mr. Kolber says he would like to hear from all his old friends and when in Dallas make Dixie Novelty Company their headquarters.

Husband—"If a man steals—no matter what—he will live to regret it."

Wife (sweetly)—"You used to steal kisses from me before we were married."

Husband—"Well, you heard what I said."



Size 10x8x8. Shipping Weight, 15 lbs.

Only $12.50 Each

Tax Paid

One-third Deposit—Balance C. O. D.
F. O. B. New York

The Ultra Modern

DAVAL GUM VENDOR

THE GREAT NEW MONEY-MAKER FOR 1933

6 BRAND NEW FEATURES

- Much More Quiet in Operation.
- New Precision Built Mechanism.
- Non-Shakable Reels.
- Clog-Proof Coin Chute.
- Positive Coin Release.
- Flashy, Modernistic Design Throughout.

EXCLUSIVELY MANUFACTURED FOR

Modern Vending Company

656 Broadway — New York City

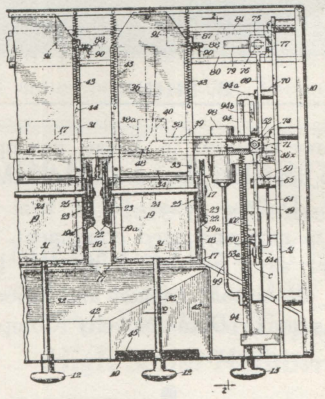
BRONX BRANCH

661 East 156th Street — Bronx, New York

Latest Coin Operated Machine Patents

By BEN J. CHROMY

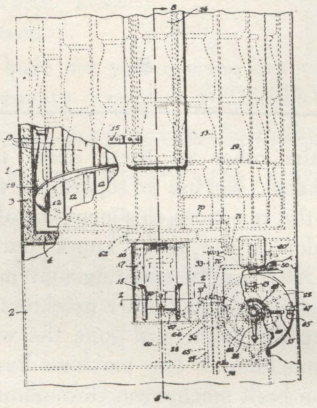
A REVERSE FEED VENDOR



1,891,640 — VENDING MACHINE. John Gottfried, Brooklyn, N. Y., assignor to Cameo Scale Corp., New York. Filed Sept. 16, 1930.

A vending machine which reverses the manner of feeding the release mechanism. In this case the stack of goods is forced upward, as sales are made, by a counter balancing device. Claims are also made covering improved coin return; slug or spurious coin rejection and simplicity of manu facture.

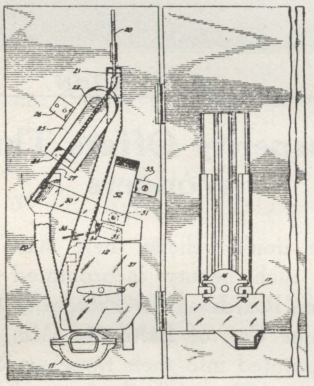
A REFRIGERATED VENDOR



1,893,708 — DISPENSING APPARATUS. Irvin H. Kauffman, Detroit, and Arthur M. Williams, Dearborn, Mich. Filed June 28, 1928.

A refrigerated vending machine designed to vend milk or similar liquid in bottles, through coin controlled and lever actuated means. This machine has the usual spurious coin and slug detecting features and some special features pertaining to the easy and cheap vending of low profit liquid products.

COIN DETECTOR DEVICE



1,892,777 — SPURIOUS COIN DETECTOR. Andrew M. Robinson, New York, N. Y., assignor to Consolidated Automatic Merchandising Corp. Filed Aug. 17, 1929.

A magnetic detector for coin operated machines, which not only eliminates iron or steel slugs but also selectively detects and eliminates by magnetic repulsion either copper, brass, bronze, aluminum or silver pieces, frustrating attempts to use coins other than those intended for the machine.

"Double-Shuffle Twins"

Another outstanding twin marble pin game that has entered the field is the "Double-Shuffle Twins" being distributed by Southwestern Novelty Company of Henderson, Texas.

This new twin game is a beauty, well constructed and has many features that are missing in other twin tables. In fact the "Double-Shuffle" has that something, that free wheeling and floating power, that smoothness that all players love in a pin game. Well built, attractive appearance, fool proof mechanism, playing field that grips and holds the player and a real plunger that you love to touch, is the way Mr. I. L. Williams, manager of the Southwestern Novelty Co., puts it when talking about his new twin game.

●

WASHINGTON NOVELTY CO.

The Washington Novelty Company of Washington, Mo., is another jobbing and distributing firm that is making strides in the coin machine field. They also deal in high class used equipment and handle the very latest winners. Right now they are featuring the Saratoga Sweepstakes and the Bally products. They say the new twin table, "Jack and Jill," is a real knockout. They request operators to write them and have their names placed on their list. They offer a real service to operators. This firm is not a new outfit, they have been in business for six years and have been found reliable to deal with.

The ULTRA MODERN DAVAL Gum Vendor

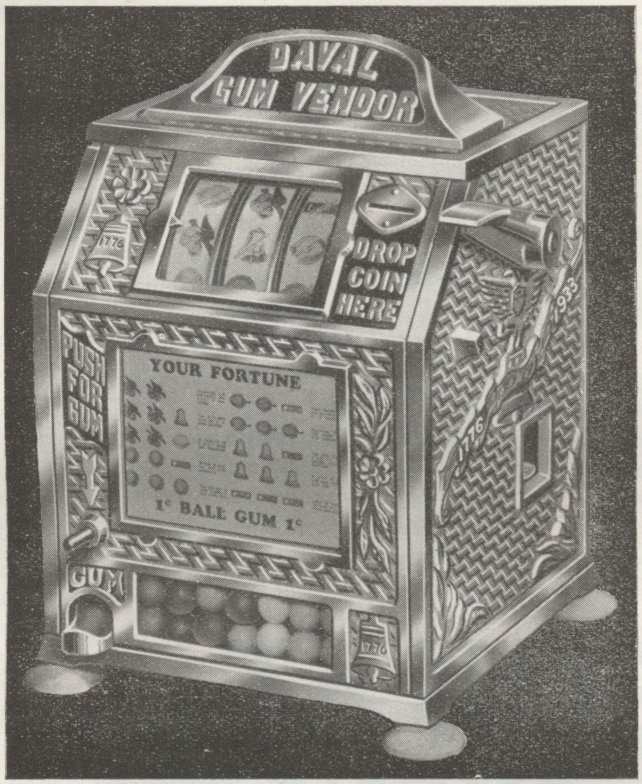
4 Machines In **1**

Takes
1c, 5c, 10c, 25c
Coins Through
Same Slot

Last Coin
Played Is
Visible

But can be dropped from view by pushing lever on back door.

Separate
Score



Size Only 10x8x8 Inches. Shipping Weight 13 Pounds

STRICTLY LEGAL BALL GUM VENDER

4 Machines In **1**

Non-Shak-
able Reels

Positive
Coin Release

Cheat-Proof

Snoop-Proof

Clog-Proof

Trouble-Proof

MONEY
MAKER

NEW PRECISION BUILT MECHANISM

Guaranteed *for* 5 Years

OF TROUBLE-FREE OPERATION

NEW DURO-SILVER FINISH ALL-ALUMINUM CASE

Most Beautiful Ever Created

AS A DEPENDABLE, STEADY SOURCE OF INCOME

THERE IS NOTHING LIKE IT

COMES ALSO IN A JACKPOT MODEL
GET NEXT! AND TRIPLE YOUR INCOME!

For Sale by All the Principal Jobbers—If Your Jobber Cannot Supply You, Write to

Daval Mfg. Co.

116 South Wells, Dept. W
CHICAGO

17,189

By BILL GERSH

This title of many we have seen appeals to us as being most unique. In the mystery of its numerals there is growth, success, significance, adventure and thrills. How many remember way back to the Operators' Exchange when 50 per cent of the purchase price of a machine was returned to any operator within 30 days if he wanted to exchange that machine for other equipment? How many remember the first and original branches introduced to the industry by the daring of a small distributor in Brooklyn?

By this time, those of you who have been connected in one way or another with the industry for the past few years know that I am speaking of the Supreme Vending Co. Way back in the days when Mr. Wm. Blatt opened his first small store for the sole intentions of selling automatic equipment to operators in Brooklyn, and there weren't very many operators in those days to sell to. From that tiny place to his large offices of today with more than 20 outlets for the equipment he purchases and seven direct Supreme branch offices.

Today Supreme Vending Organization is known from coast to coast as the "world's largest distributors of coin operated machines." That title was gained by this firm in a short three-year period. Today there are Supreme offices in Newark, N. J., Philadelphia, Pa., Albany, N. Y., Bronx, New York City (formerly known as the Webster Vending Co. and purchased by Mr. Blatt to more easily service all their Bronx customers), Pittsburgh, Pa., Atlanta, Ga., Boston, Mass., and the firm intends to announce three new branches right after the show.

17,189, we're back to that figure again. 17,189 machines were sold by the Supreme Vending Organization for the three leading manufacturers of 1932. Bally Mfg. Co., Genco, Inc., and Keeney & Sons. This does not necessarily mean that this is all the machines that were sold by the Supreme organization. A check of figures with Mr. Blatt and his accountant brings us closer to the 75,000 mark, and that's plenty of machines in any many's country.

All in all Supreme is the leading distributing organization in the country. What's more with three new out-of-town offices soon to be set for all the operators the number of machines we will see heading an article should be increased many fold during the convention of 1934. 17,189 is only a small number compared to the total of close to 70,000 machines sold by Supreme during the past year.

WE PRESENT MR. H. S. LYNCH

We take great pleasure in presenting a somewhat new member to the coin machine industry, Mr. S. H. Lynch, president of the Electro Ball Company, Inc., of Dallas. Mr. Lynch is the type of business executive that this industry can use. We need more like him and we trust that he sees fits to stick with us and help us to build to a higher standard.

The Electro Ball Company makes one of the most attractive marble games, with radio attached, that we have ever seen. In fact, we believe it is the only machine of its type on the market. It is a quality piece of equipment that will stand up for years in quality locations.

MEET US AT "THE SHOW"

We'll be at your Convention—and we want to see old friends and new customers. To tell you the story of the Ball Gum that's a success with the BIGGEST DISTRIBUTORS.

GOUDEY GUM COMPANY
Boston, Mass.

GOUDEY
BALLGUM
SUNRISE

We are at your convention to serve you. Make yourself at home at our headquarters.

Ask the biggest distributors — they KNOW!

DE LUXE DERBY
NEWEST RACE HORSE MACHINES
Can be Had with Greyhounds Instead of Horses
AUTOMATIC PAY-OFF
A Four-way Amusement Machine. Quick Delivery. Machines on display. When in Fort Worth don't fail to see this machine.
Write For Particulars
F. C. EWING COMPANY
Jobbers and Not Operators
116 East 15th St.—P. O. Box 832
Phone 2-5288
Fort Worth, Texas

HAGN OFFERS PIN GAME PRIZE MERCHANDISE

With the revival of interest in pin games depending upon rewards and prizes, operators should be interested in the merchandise offered by Joseph Hagn Company, wholesale jobbers of watches, jewelry, leather goods, sporting goods, luggage, clocks, silverware, etc.

Since 1911 the Hagn Company has catered to operators of salesboards, machines, concessions, etc., and acknowledge most of their success to the business obtained in these channels. It is of interest to our readers to know that there is a firm so centrally located in Chicago with large stocks of the type of merchandise you are interested in. Catalog and information may be had on request. Write direct to Joseph Hagn Company, 225 West Madison ttreet., Chicago, Ill.

Saratoga Sweepstakes Going Big

That race horse machine "Saratoga Sweepstakes" is absolutely sweeping the country. It is a game that has appeal and one that has been a success ever since it hit the market. Every operator that has bought these machines has but one report to make and that is to the effect that the machine is a money maker.

The game is well constructed by H. C. Evans & Company's firm that has been doing business for years and have established themselves as dependable and reliable in every respect. Operators will always receive a square deal from this firm.

Be sure and see this machine at Booth 44 at the big show in February. Try it out, watch it work and convince yourself as to its possibilities.

Short News Sparks for the Busy Op

Miami, Fla.—Judge rules that a musical instrument is not a part of a speakeasy equipment such as cash register, chairs, tables, etc., and that such cannot be seized under the law.

*

Albany, N. Y.—Michael F. Graham of Albany, and well known coin machine man, died at his home on December 25.

*

Chicago, Ill.—Walter Tratsch, president of the famous A. B. T. firm, has returned to the Windy City and will be all set for the big show at the Sherman.

*

New York City—Irving Bromberg opens branch office on the famous New York City Fifth Avenue at 220 Fifth Avenue.

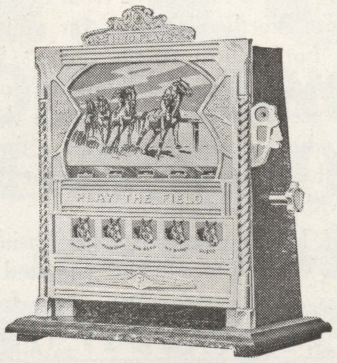
Brooklyn, N. Y.—D. Robbns & Company, of Brooklyn, is one of America's oldest jobbing firms.

*

New York City—Greater New York has some 35 jobbers, a large portion of which have sprung up during the past 18 months.

*

Chicago, Ill.—Greatest little Baby Grand automatic payoff machine has just been placed on the market by C. & F. Manufacturing Company.



AT LAST . . .

A Horse-Race Game Without Arguments or Disputes.

No sticking of balls, fully automatic, tip proof, tilt proof and cheat proof. Five concealed pots for the player to win but no obnoxious display of coins. Just an innocent little horse-race game but when the coin enters one of the winning stalls—OH MY! What a shower of coins.

Sample $25.00
Lots of 5, $22.50

Terms: One-third with Order, Balance C. O. D.

MADE ONLY BY

The Field Mfg. Corp.
PEORIA, ILLINOIS

(For Sale by Leading Jobbers Everywhere)

Subscribe Now For

Automatic World

One Year $1.00—Three Years $2.00
"The Paper That's Read"

USE THE COUPON BELOW. SEND CHECK, DOLLAR BILL OR STAMPS.—SEND TODAY

AUTOMATIC WORLD,
120 St. Louis Ave.,
Fort Worth, Texas.

Send AUTOMATIC WORLD to me for.....

..... Enclose find $.....

Name.....

Street or P. O. Box.....

City.....State.....

Operator ( ) Jobber ( ) Manufacturer ( )

That Little Round Ball

By TOM MURRAY

Yes, sir! That little round ball, and what it has done for the coin machine industry. It has kept meat on the table, shoes on the feet and brought happiness into many homes and thrilled millions. Just what it will yet accomplish is to be seen.

We might say that the little round ball began its real capers along with Peo's basket ball and A. B. T.'s target pistol, a short gun that shot the little steel ball. Then came Howard Peo's sensational little Whirlwind. Following in the wake of the little Whirlwinds came hundreds of spiral counter games and did the little round ball whirl? We say it did. There was action, flash, thrills and the public played and was amused by the little round ball.

However, during the reign of the Whirlwind type of machine there was Louis E. Wolcher's finger striker and D. Robbins' indoor striker, both machines using balls. Of course, during all the time that the little ball was doing its stuff, the Texas boys were building miniature pool tables and many of them used steel balls. However, let us not forget that the Deaton boys down in Greensboro, N. C., had already broken the ice with ball and cue games with their Kue-Golf table. This piece of equipment was exhibited at one of the coin machine shows at the Palmer House in Chicago, made a big hit and the Chicago papers gave much space to this coin operated game. There was also the many golf and basket ball machines, all using some kind of a ball.

Then, one bright morning just as the glorious sun was peeping over t he eastern horizon a pin game was announced.

From that time to now the little steel balls and marbles have been traveling like nobody's business and are still doing a good job toward keeping meat on the table.

I suggest that we erect a fitting memorial in honor of "that little round ball."

●

"How did the explosion occur?"

"The engineer was full and the boiler was empty?"

AUTOMATIC WORLD VISITORS

Visitors at the office of AUTOMATIC WORLD recently were many. We are always glad to have the coin machine men visit with us. It gives us a chance to talk things over and become better acquainted.

Mr. McLean of Amarillo dropped in on us a few days ago and we were delighted to shake his hand. McLean is active in the Panhandle district. Then came along Mr. D. E. Houghton of El Paso. It is a long drive from El Paso to Fort Worth, almost as far as it is from Fort Worth to St. Louis. But Mr. Houghton was looking for some good used equipment and when these Texas boys decide they want a thing, boy, they go after it. Look what they did with that tax law.

Mr. Houghton reports his business fair. When asked if he operated in Juarez, Old Mexico, just across from El Paso, he said no. Costs too much. The Mexican government gets 70 per cent of the take and the location 15 per cent, leaving the poor "op" only 15 per cent. Gosh, could do better with peanut machines, eh? in the States especially.

We were glad to have Mr. Houghton call on us and trust he comes again.

Mr. Dennard, from Henderson breezed in on us as well as Mr. Johnson, another East Texas operator. These boys certainly did look prosperous and said they were going to the big show.

Local operators are calling on us daily and all together we certainly come in contact with a variety of operating conditions which keep us well posted on matters vital to the industry. To know well, one must rub shoulders with the various types of operators who operate in various sections.

Mr. Neal, of San Angelo, Texas, was another visitor and we enjoyed his stay with us. Trust he comes again.

Come see us, fellows, often.

●

"Where did you get that swell blonde I saw you with the other night?"

"Oh, I just opened up my billfold and there she was."

NEW LOCK OFFERED BY COLUMBUS

The new "Vise-grip" lock offered by the Columbus Vending Company of Columbus, Ohio, is absolutely a new idea in a lock. Particularly does this lock serve the Columbus machines but it can be used and incorporated into other machines.

The lock is a departure from the old-time shackle type locks. It is small, neat and compact and is absolutely fool-proof in every respect. AUTOMATIC WORLD has made a close examination of one of these locks and we find them to be the most unusual and dependable lock on the market.

Backed by the Columbus firm who have proven themselves reliable and dependable for years, no operator can go wrong on this new lock sensation.

●

PROPOSED TAX GETS THEM OUT IN AKRON

A proposal by city council to tax all vendors and pin games in Akron aroused the operators to the need of organization.

A hurried meeting was called. About fifteen of the city's operators met Sunday, January 22, and appointed a committee of four to meet with council and discourage the tax.

While the tax is still in the air an operators association is believed to be a certainty.

Those attending were L. H. Brown, T. W. Butcher, J. C. Fassig, J. T. Goudy, J. H. Hoffmyer, Chas. W. Haine, H. Kurtzer, R. M. Mills, M. L. Palevoi, H. Roth, S. Roth, J. J. Rosenman, G. Rymer, J. H. Weiner and M. Weiss.

●

CINCINNATI VENDING TAKES OVER SICKING FIRM

The Cincinnati Vending Company of Cincinnati, Ohio, has taken over the business of the Sicking Manufacturing Company, also of Cincinnati. Mr. Harry L. Barkau is the president of the Cincinnati Vending Co., while Mr. Ross was at the head of the Sicking Company. It is reported that Mr. Ross will enter the jobbing business in Baltimore.

A SUPREME ACHIEVEMENT

WHERE ACTIONS SPEAK LOUDER THAN WORDS

17,189

MACHINES SOLD DURING 1932 BY THE SUPREME VENDING ORGANIZATION FOR THESE 3 *Leading* MANUFACTURERS

GENCO, Inc.	BALLY MFG. CO.	KEENEY & SONS
5,789	6,270	5,130

● MANUFACTURERS . . .

For the three leading manufacturers of 1932 SUPREME sold 17,189 machines. Our combined sales were past 70,000 machines for 1932. This means something to YOU—when you have a National Distributing Organization in seven different key cities pushing your product. Get in touch with SUPREME **immediately** if YOU want immediate national distribution—plus large volume sales. ASK FOR SUPREME at the SHERMAN HOTEL, Chicago, Feb. 20-23. We will have our own private suite for your convenience.

● OPERATORS . . .

There must be a reason for this great SUPREME Achievement. Operators prefer buying from SUPREME because they know they get what they order instantly. Every operator receives courteous, careful service at prices that are right. Next time you want to order machines get in touch with your nearest SUPREME office and just give us a chance to show you what Real service is like. ASK FOR SUPREME at the SHERMAN HOTEL, Chicago, Feb. 20-23. We will have our own private suite for your convenience.

Supreme Vending Organization

WM. BLATT, PRESIDENT

557-559 Rogers Avenue (Main Office) Brooklyn, N. Y.

SUPREME of New Jersey
441 Elizabeth Ave.,
Newark, N. J.
Geo. Ponser, Gen'l. Mgr.

SUPREME of North N. Y.
62 Hudson Ave.
Albany, N. Y.
Henry W. Seiden, Mgr.

SUPREME of Massachusetts
1218 Washington St.
Boston, Mass.
Ben. D. Palastrant, Mgr.

SUPREME of Philadelphia
155 Spring Garden St.
Philadelphia, Pa.
B. A. Salzberg, Mgr.

BRONX SUPREME CO.
1416 Webster Ave.
Bronx, New York
Meyer Newrock, Mgr.

SUPREME of Georgia
217 Garnett St., S. W.
Atlanta, Ga.
Morris Hankin, Mgr.

SUPREME of Pittsburgh
625 Wylie Ave.
Pittsburgh, Pa.
Al. Block, Mgr.

Piccadilly Junior Made With Visible Ball Count

In the advertising section of this issue you will see a handsome four-page insert of the Prosperity Coin Machine Corporation of Baltimore.

But, Mr. White, head of the Prosperity Corporation, is never content until he achieves perfection, and after printing the pictures of his machines he decided to improve his "Piccadilly Junior" by adding the visible ball count, a feature which appears on no other Junior machine.

Therefore, in addition to all the other outstanding features of this clever and unique coin machine, it will boast of a visible ball count.

●

THE ACE NOVELTY COMPANY

The Ace Novelty Company of 2223-29 West Chicago Avenue, Chicago, Ill., are becoming leaders among the manufacturers of the coin machine industry. Mr. H. Steinberg, who heads the firm, is giving the operators some mighty good money makers, and promises them many more winners.

Be sure and read their full page ad in this issue. The ad shows several of their winners. They also furnish operators with insert boards that will make new machines out of your old ones. They will be at the big show.

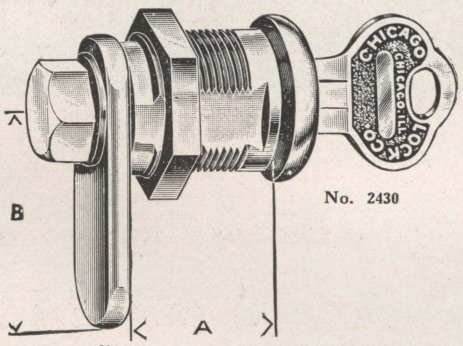
●

Remember—the Prodigal Son did not begin to think until his money gave out.

Chicago Locks

PROTECT YOUR PROFITS . . . . .

For more than 14 years **Chicago Locks** have held the forefront of the industry. We manufacture every type of lock for every service, at lowest cost. Manufactured under patents, with scientific precision and of high grade materials only. Exclusive Chicago type of lock Keys difficult to duplicate. Spring-operated tumbler assembly containing eleven snug-fitting, heavy nickel silver tumblers, held in one assembly. Positive key operation. Permits many key changes. Dirt, oil and moisture proof. Produced by very latest, up-to-date machinery, insuring uniformity and a first-class product. Write for full details.



No. 2430

Visit Our Display

Booth 39 . . . at the 1933 Coin Machine Show, Hotel Sherman, February 20, 21, 22 and 23, Chicago. Inspect our factory and see where and how good locks are made.

CHICAGO Jam Proof COIN CHUTES

. . . are manufactured with extreme precision and care and of heavy high grade materials only. Made by a house manufacturing hardware for vending machines, including Locks, Coin Chutes and Plungers. Every item thoroughly tested. No defectives. Built to give complete satisfaction in every way.

Chicago Plungers are constructed with the same care and precision as used on the fine parts of Chicago Locks.

Write at once for full details and prices.

Chicago Coin Chutes Receive Your Money
Chicago Safety Locks Protect Your Money

Chicago Lock Co.

2024 North Racine Avenue, Dept. AW. Chicago, Illinois

Operators! Stop Here for everything you want . . .

All the Best Makes and Latest Models of New, Used and Rebuilt

PIN GAMES

●

AMUSEMENT MACHINES

●

PEANUTS AND GUM VENDORS

●

Liberal Trade-in Deals

Complete Service, Accessories, Parts and Supplies

RENEW the play on your old machines with our famous trade stimulator. Gives you faster play and bigger pay. Increases profits of amusement machines and pin games of all types. Order now. $1.00 plus postage.

Visit Our Show Rooms Today
Write for Price List!

CHICAGO'S PERMANENT COIN MACHINE EXCHANGE

Largest showrooms of coin machines.

CHICAGO COIN MACHINE EXCHANGE
2200 N. WESTERN AVE.- PHONE ARMITAGE 3400
CHICAGO, ILLINOIS

Bally Mfg. Company to Have Big Exhibit at Show

At the forthcoming big show in Chicago the Bally Manufacturing Company will have an impressive array of new games, all of which are already on the marget and making good on location.

Jack-and-Jill is a de luxe type twin with a rich black cabinet ornamented with highly polished metal fittings. The playing fields are walnut panels with 24 ingeniously arranged holes in each field. Headless steel pins are used because of the lively action this type of pin imparts to the marbles. One coin releases the marbles in both fields.

The President is also a de luxe type machine, designed for a single player and embodying many features that insure fast, exciting play and the exercise of real skill.

The Monarch, a de luxe machine in appearance and mechanical perfection, includes new features that insure thrilling play. One of these is a new method of propelling the ball into the playing field. This is an elevated rail, so designed to cut down desistance to a minimum. The resistance is so small that at certain points the ball actually leaves the rail and jumps back on again at the curve. Another novel feature of The Monarch is a new "progressive" scoring device. The 2000 hole cannot be made until after a ball has been placed in the 1000 hole, and before a ball can be dropped into the 1000 hole, there must first be a ball in the 500 hole. It has all the "target appeal" of the famous Ballyhole, plus the added thrill of making one good shot pave the way for another.

Airway is an entirely new machine with unusual mechanical features and a novel scoring and pay-off method. It is also in the de luxe class.

Mike-and-Ike is a twin game in the low price field. It is described as the most compact twin game on the market, and one that gives the player a lot of fun for the money. It is the ideal game for candy stores, school stores, cigar stores and similar locations in which space is at a premium.

All the de luxe games mentioned above include the new "Swan" plunger and ball lift mechanism, a Bally creation that is named "Swan" because of its graceful beauty and smooth, almost effortless action. The long, light-weight plunger is mounted in a double bearing which eliminates all jerkiness and side-wobbling, and permits the player to gauge every shot with a degree of accuracy not heretofore possible. Be sure and see all the Bally products at the show.

●

A 5c PACK OF CIGARETS OFFERED

The Tom Houston Peanut Company of Columbus, Ga., is offering an attractive 5c pack of cigarets to the general public. The pack contains eight cigarets. As to the quality of the cigarets, this feature is yet to be established. If the quality is there, it looks like a bright idea.

Everybody Likes

CANDY

PARTICULARLY GOOD—TASTY—WELL-MADE CANDY

The fact that you have candy in your machines means nothing if your customer has neither desire nor appetite for the quality of candy on display. With our Quality Candy you will create that appeal. In Candy like anything else—

"You Get Just What You Pay For"

Are Your Machine Earnings Increasing?

Our daily contact with Operators has taught us that in order to obtain the best results:

You must offer Variety

And Above All

You must have Good Candy

We have Good Candy, made especially for Vending Machine Purposes, and we have Variety.

See our variety of Vending Machine Candies at the Chicago Exhibition—Booth 57—Feb. 20th to 23rd

Originators of Vending Machine Candies

WRITE FOR PRICES

Pan Confection Factory

NATIONAL CANDY CO., Inc.

341 West Erie Street CHICAGO, ILL.

How About 1933 for Operators

By David Robbins, Pres.
D. Robbins & Co.,
Brooklyn, N. Y.

Dave Robbins

I honestly believe that 1933 is going to prove one of the best years for "live wire" operators. This is due to the fact that a great many cities are "tolerating" pin machines which offer trade rewards for skillful scores. Chambers of commerce in many cities realize that pin machines have been the means of distributing thousands (if not millions) of dollars worth of premiums (manufactured in the U. S. A.) and thus factories have been able to keep more workmen on their payrolls.

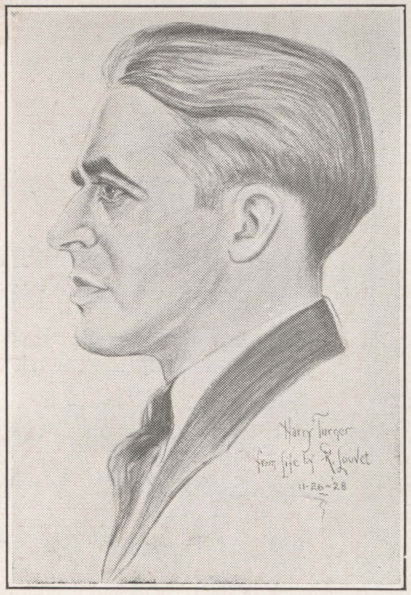
Many operators are making the mistake of operating pin machines only. My advice to such men is that they also operate merchandise vending machines, such as Empire Vendors for pistachio nuts, salted peanuts, etc., cigarette vendors, weighing scales, etc. An operator who wishes to safeguard his locations from other operators must install in his pin game locations all the other types of merchandise vending machines which his location can profitably use. Only a little foresight is required to realize that if the merchant seeks another operator for merchandise machines, it will only be a matter of time before that merchandise machine operator will be supplying the merchant with pin machines.

It costs the operator the same amount of gasoline to service a pin machine location as it does to service that same location if it has two or three additional machines.. Today, new operators are getting into the field daily and the old operators must do everything possible to protect his locations. This can best be done by keeping the locations supplied with all the machines they can profitably use. However, it is important that the operator have all the latest machines and that he dispose of machines which no longer are money makers in his territory. New machines create new interest and their cost is quickly returned to the operator by the amount of increased business. Old machines can best be disposed of by advertising in the classified columns of this magazine. Machines which have "played out" in one territory can many times be profitably used in some other territory.

●

Dad—"Young lady, do you mean to tell me you've been carrying your money around in your stocking?"

Daughter—"Why, sure, Daddy. You told me to put it where it would draw the most interest."



Harry H. Turner, general sales manager of the Dallas Novelty Sales Company, Inc., who will be at the show and says: "I wan't to meet all my old friends and make a lot of new ones." The Dallas Novelty Sales Co., Inc., are makers of that famous twin game, the "All-American Twin."

Modern Growth

For some time it has been our pleasure to watch the growth of one of the distributors in the city of New York. We mean the Modern Vending Company. Here Nat Cohn who has been connected with this industry for many years has built what can be termed New York's leading distributor. Nat has tried hard for all of his customers, in town and out of town and has gained their friendship and approval to his fine methods.

Back in 1926 Nat Cohn was one of our regular operators and in 1932 he entered into the distributing of machines himself and started, over in Brooklyn, the Modern Vending Company, having a partner with him. He bought out the interest of that partner and then moved over to his present address, 656 Broadway in New York City.

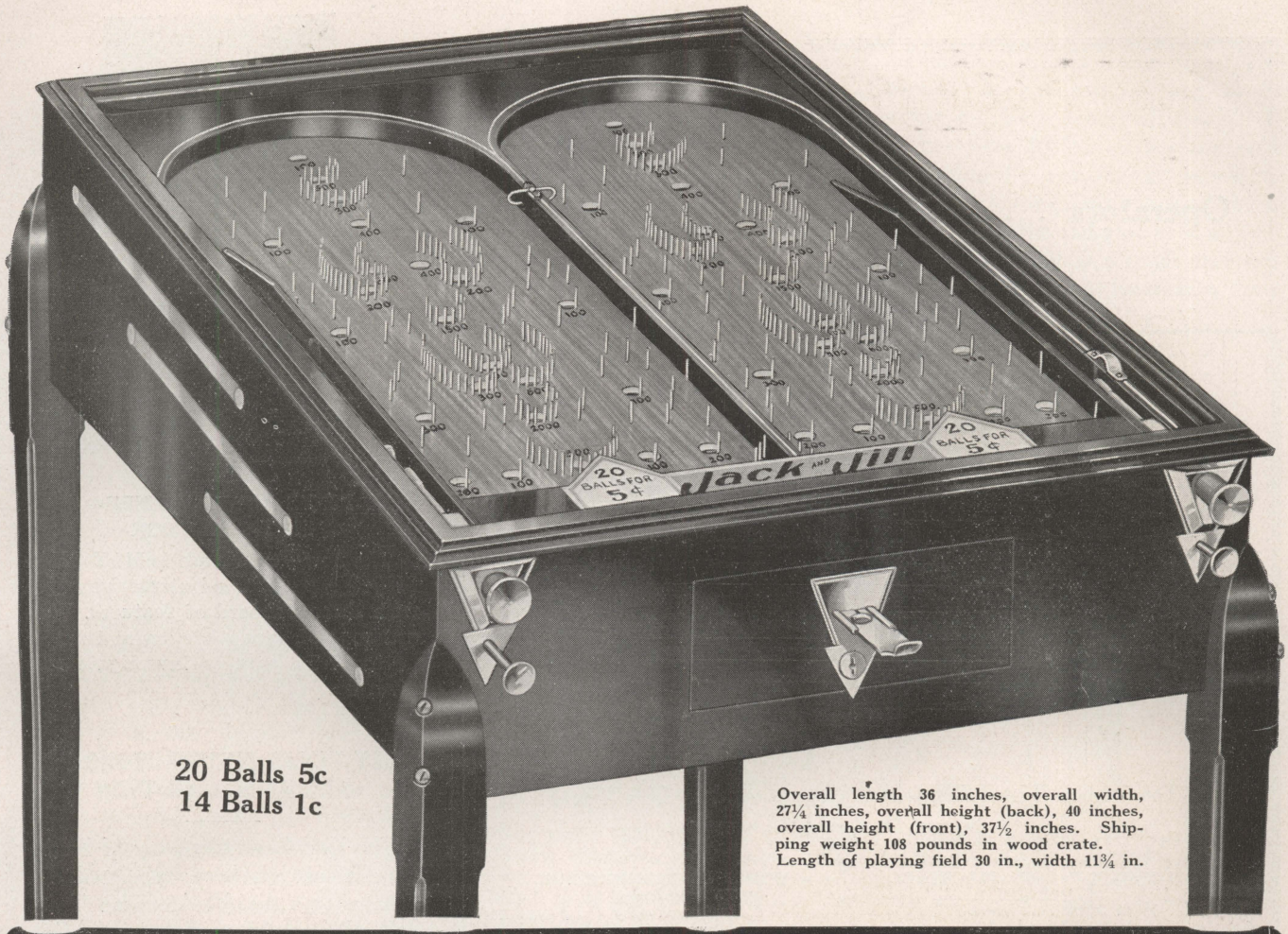
**NAT COHN, President
Modern Vending Co.**

He is a member of the Automatic Jobbers Association, the Coin Machine Manufacturers Association of America, is listed and rated in Bradstreet's, and is also a member of many other organizations of character. His slogan has always been a square deal to all operators from a reliable jobber.

●

John: "Don't you think that the way the women wear their skirts so high makes them look shorter?"

Henry: "Yes, and they make the men look longer."



20 Balls 5c
14 Balls 1c

Overall length 36 inches, overall width, 27¼ inches, overall height (back), 40 inches, overall height (front), 37½ inches. Shipping weight 108 pounds in wood crate. Length of playing field 30 in., width 11¾ in.

JACK --AND-- JILL

The Most Beautiful Twin Game Ever Built

SAMPLE MACHINE
$45.00
COMPLETE TABLE ASSEMBLY

Lots of 5, each $42.50

Lots of 10 or more, each 40.00

Terms: One-third deposit with order; balance C.O.D., F.O.B. shipping point.

PRICES INCLUDE TAX

★ **LUSTROUS EBONY BLACK CABINET . . .**
★ **BRILLIANT MODERNISTIC METAL TRIM**
★ **Richly Grained Walnut Playing Fields . . . .**
★ **The "Swan" Plunger and Ball Lift Assembly**

Bally's New Creation—Consisting of:

★ **Super-Sensitive Plunger and**
★ **Push-Button Ball Lift**

Now that the public is demanding competitive games that permit players to develop and demonstrate real sure-shot skill, this is the machine you need to hold your locations and add new ones. SEE IT AT YOUR JOBBER NOW.

Bally Manufacturing Co.
310 West Erie Street Chicago, Illinois

BOOTHS
19 and 20

Coin Machine Manufacturers Association Convention, Chicago, February 20-23, inclusive.

Operators . . . Deal With Reliable Jobbers

MEMBER
AUTOMATIC JOBBERS ASSN. INC.
FOR THE BETTERMENT OF THE INDUSTRY

You Can Easily Identify Them

By This

AUTHORIZED INSIGNIA

The Jobbers Listed Below Are Honor-bound to Give You a A Square Deal at All Times

AMUSEMENT COIN MACHINES COMPANY
62 Kingston Avenue
Brooklyn, N. Y.

BUDIN'S SPECIALTIES, INC.
174 South Portland Avenue
Brooklyn, N. Y.

IRVING BROMBERG CO.
5 Debevoise Street
Brooklyn, N. Y.

COIN OPERATED MACHINES COMPANY
215 West 125th Street
New York City

EMPIRE COIN MACHINE CORP.
225 Fourth Avenue
New York City

MODERN VENDING CO.
656 Broadway
New York City

D. ROBBINS & COMPANY
1141 Dekalb Avenue
Brooklyn, N. Y.

SUPREME VENDING CO.
557 Rogers Avenue
Brooklyn, N. Y.

INTERNATIONAL MUTOSCOPE REEL CO., INC.
445-457 West 31st Street
New York City

IRVING MFG. & VEND. CO., Inc.
922 Eighth Avenue
New York City

Manufacturers and Operators
Meet A. J. A. Members at Booth 50—Hotel Sherman, Feb. 20-23

The Washington Novelty Company

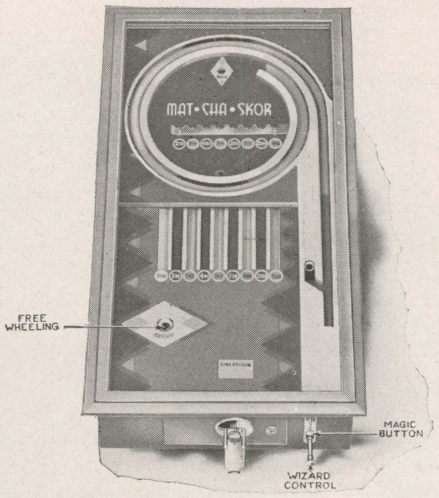
We take pleasure in recommending the SARATOGA SWEEPSTAKES as one of the fastest money-making counter games on the market. Get your sample today. Order from us and save time. Factory prices. SAMPLE $21.50 tax paid.
We are also jobbers of Bally's products. Order a sample of their newest game JACK-and-JILL. SAMPLE $45.00. For quantity prices write us.

USED MACHINES

We have the following machines left for quick sale. Elevent slightly used JUGLE BALLS with table, complete, $8.75 each; 2 Crystal Gazers, plays 1c, 5c, 10c, 25c, each $4.90; 3 Pace King Pins, 5c play, each $8.00.

NO MATTER WHAT YOU WANT WE HAVE IT—WRITE US

WASHINGTON NOVELTY COMPANY
Washington, Missouri



PEO'S NEW WINNER— MAT-CHA-SKOR

The new Peo winner is MAT-CHA-SKOR, a unique and attractive game with three unheard of features. Wizard control, free wheeling and magic button. Be sure to investigate this offering.

WEST TEXAS DISTRIBUTORS FOR ALL AMERICAN TWIN

The Keel Scale Company of Ballinger, Texas, has been appointed distributors for the All American Twins and other machines made by the Dallas Novelty Sales Co., Inc., for the West Texas territory. Operators in the West Texas fields can secure prompt service from the Keel firm.

NEW PHILADELPHIA JOBBING HOUSE OPENS

The Lehigh Specialty Company, 431 West Lehigh avenue, have opened offices and showrooms in Philadelphia at the above address. The firm is a reorganized company which formerly traded under another name. They are jobbers and distributors of up-to-date automatic machines and products. The firm is piloted by Mr. William W. Gross, who is president.

UNIVERSAL TO GIVE PARTY

Get set, move into Chicago Sunday the 19th. An open house, a get-together, get acquainted party awaits you at the Universal Novelty and Manufacturing Co., 1209 West Washington boulevard. Grab that phone and call Haymarket 0230 or 0231, and we will have a car call for you at your hotel.

Appeal to the Appetite

Mr. Gerlach Has Made a Thorough Study of Operator's Needs and Advances Some Good Thoughts

By C. A. Gerlack

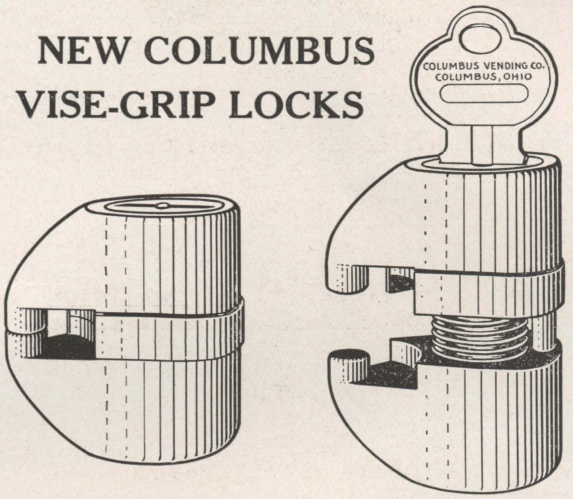
(C. A. Gerlach, Pan Confection Factory, Chicago)

Let us turn back the pages of time—ten or fifteen years. Remember the penny vending machine of those years, a crude contraption, with limited possibilities. These machines were found in the hot sun on street corners, or tucked away in some corner in a railroad station. How many of us, perhaps through curiosity, possibly to see "how the critter worked," deposited a penny and got some stale peanuts, bum candy, or a piece of gum which only an iron jaw could manipulate.

We are now in the machine age. The consuming public has had many an amusing experience during the intervening years. Candy vending machines, like every other type of machinery, have been perfected. You can now vend anything "from soup to nuts" in the way of candy. But—(and you cannot place too much emphasis on that word but) the average individual , not interested in vending machines particularly, has not forgotten the early disappointments in the quality of merchandise received from his early penny gambling, when he too, was experimenting with the penny vending machines. You cannot blame him. Neither can you blame the pioneer operator. Consider the latter—the pioneer penny vending machine operator. His machines would do just so much and the vendable merchandise was limited.

Penny vending machines, thanks to the foresight of those who had faith in this particular method of merchandising, have reached a point where they are dressed up so they can be placed anywhere. They actually work, and work to perfection. However, the present day consumer or customer is not only interested in machinery that operates smootly and perfectly, but Mr. Consumer wants a better than fair return for his money, even though it be but a penny. If the merchandise in the machine is edible, he wants something he will enjoy eating. If it is displeasing to his taste you have definitely sacrificed a customer. Remember he had faith in you or he would not have deposited a coin. If he has been fooled, particularly with something he actually attempted to eat, he is through with your machines forever, and the sad part of it is, people will talk, and as a result your machine, or at least your location, is dead.

NEW COLUMBUS VISE-GRIP LOCKS

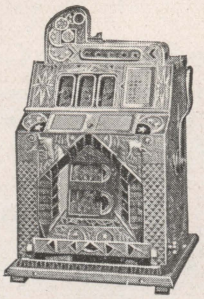


This new "COLUMBUS VISE-GRIP" Lock is a departure from the shackle type lock. It is substantially made of durable metal; it is small, neat and compact. There are no shackles or spring fasteners on this lock. It is equipped with disc tumblers, giving excellent security and protection at all times.

The screw-bolt holds this lock like a vise. If you want good security at a reasonable price, order "COLUMBUS VISE-GRIPS."

THE COLUMBUS VENDING CO.
2005-2012 East Main Street
Columbus, Ohio, U. S. A.

OPERATORS Start This New Convention Right
A ROXY BARGAIN
MILLS Latest Silent Escalator Front Mint Vendor Double Jack Pot
at—
NEW LOW PRICE



High Serial Numbers All Guaranteed Condition

10c and 25c play Mills Silent Escalator Type Front Vendor Double Jack Pots.
Jennings Victoria Double Jack Pot Front Vendors.
Checks, Mints, stands, $2 ea.

WRITE FOR NEW LOW PRICES

We carry a complete stock of all the latest Pin Games at the lowest prices in the country. Write for the only complete price list out.

PURITAN Baby Bells
New Low Price
Tax Paid
Guaranteed for 2 years. Non-shakable reels, coin release attachment jack pot model only $2 extra. Ball Gum $10.75 per case

All our machines guaranteed perfect

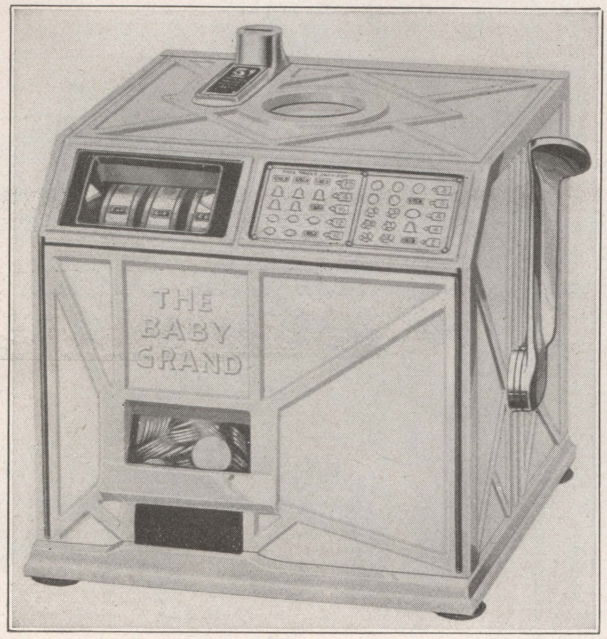
ROXY VENDING COMPANY
Telephone CHelsea 3-9109
1133 Broadway ● New York City

BABY GRAND

World Smallest Baby Bell—

3 REELS
Standard
Pay-out

2-4-8-16-20
JACKPOT
AND
RESERVE
JACKPOT



SILENT

No Whirr
No Click

Last 4 Coins Visible

ONLY

9 inches High
9½ inches Wide
9¾ inches Deep

Weight Only 27 Pounds

All the popular playing features of the big machines—All the desirable operating features of the Puritan or baby type machines—combined in this the smallest, automatic pay-out machine at a new low price. Terms one-third cash with order. Balance C. O. D.—f. o. b. Chicago. $54.50 Including Tax

Truly—

The Sensation of Bell Machine Constructions—Fully Automatic

The Coin Machine Industry has long awaited the production of a Machine In-Between. A fully automatic machine with all the STANDARD features of both the big Bell and the Puritan type machines.

BABY GRAND—Supplies the Missing Link

Here it is in the BABY GRAND. The Machine In-Between. Complete Bell type mechanism with simplified movement. Three standard reels in Puritan size. Accurate, dependable pay-out slides, tube, divider and Jackpot loader and Reserve.

BABY GRAND—Works Easy to Get at

BABY GRAND was designed to make the mechanism easy to get at. Nothing new to learn mechanically. Just locate, load and leave it.

BABY GRAND—Gets the Money

Since BABY GRAND has all these great universal playing features it picks up where all the others leave off. A Baby Bell that pays out automatically. Nothing new for the players to learn. Just play it. For there's all the thrill of the fast whirling reels, and the tinkle of the coins when the cherries, plums and bars hit—just as in the big machines.

As an operator that is just what you've always wanted—and you know that's what your players want. It's here and BABY GRAND gives it to you. BABY GRAND has met the test and is available in quantities. Act now, while your territory is open.

SEVEN DAY TRIAL OFFER

ORDER A SAMPLE ON OUR 7-DAY FREE TRIAL AND BE CONVINCED

C. & F. MANUFACTURING CO.

2234 Ogden Avenue
Chicago - - - - - Illinois

LOOKING FOR A BREAK?

Here's a pioneer jobbing house (largest in the East) that "says it with action!" No high-pressure "hot-air" that promises the whole world and delivers a gum ball! We invite your visit or correspondence AND patronage upon these policies: LARGEST SELECTION of games, vendors and automatic devices. PRICES that will open your eyes. SERVICE that will make you a friend for life.

FREE!

OPERATORS CONFIDENTIAL PRICE LIST

LARGEST PIN GAME JOBBER IN THE EAST

Irving Bromberg Co.

5 DEBEVOISE ST., BROOKLYN, N. Y.

SH—SH—sh—

Circulation of our Confidential Price List is restricted to operators only! It contains the "inside dope" every operator should own! It's yours for the asking—IF YOU ARE AN OPERATOR!

Shamrock	Big Broadcast	Mat-Cha-Skor
Jigger	Flash	5 Star Final
Screwy	Steeplechase	Goofy

our nearest office serves you best!

NEW YORK CITY: 2503 Amsterdam Ave.—LEON TAKSEN

Washington, D. C.
1314½ 9th St., N.W.
R. B. WIGGINS

Meet You All At the Show!

Boston, Mass.
1209 Washington St.
BLATT BROS.

S-C-O-O-P Is Here

Ask for Gibraltar No. 65

Punch Board—Pin Game—Iron Claw—
Crane—Digger—All—

Operators

The NEW High-Score PRIZE SENSATION

GIBRALTAR'S No. 65

Electric Clock and Lamp Combined in One. Guaranteed.

●

No. 65 comes in three beautiful colors—green, orchid or rose. Beautiful silk shade to match. Metal, enameled base. Real flash. Real value. Real low price. The greatest hit of the season.

SIZE—Base, 6½ in. wide by 6½ in. high. With lamp, base and shade, 15¾ in. high.

Don't forget. Be sure to ask your jobber for Gibraltar's new sensational success—Electric Clock and Shade No. 65. The price is so low it will make you gasp. Be sure it's Gibraltar's No. 65.

●

ORDER FROM YOUR NEAREST JOBBER NOW

Gibraltar Electric Clock Co., Inc.

JERSEY CITY, N. J.

FLASH

The SPEEDIEST game in the country today. The player can CONTROL the SPEED of the balls to a point where it is almost impossib'e for the eye to watch them whizz around the tracks.

The finest cabinet in the industry. No screws or bolts. Everything slides in grooves. Front money-box with built-in coin chute. Simplest ball lift on the market. Most sensitive plunger yet manufactured. SKILL and ACTION. A real money-making game.

ORDER TODAY and learn why the country has gone crazy over this marvelous money-maker. It has EVERYTHING the operator needs and wants on a machine. EVERYONE IS PLAYING FLASH . . . ORDER TODAY.

All Foreign Distribution Write

KEENEY & SONS

700 E. 40th St., Chicago, Ill.

Prices All Taxes Paid

FLASH JR. without legs, $18.00 each.
Size 33 in. long by 18 in. wide.

FLASH JR. with legs as shown, $19.50 each.

●

FLASH Sr. $37.50
Size: 45 in. long by 22 in. wide

●

WE PAY THE TAX

Order From Your Nearest Jobber or . . .

RICHARD MFG. CO.

WINOOSKI, VERMONT

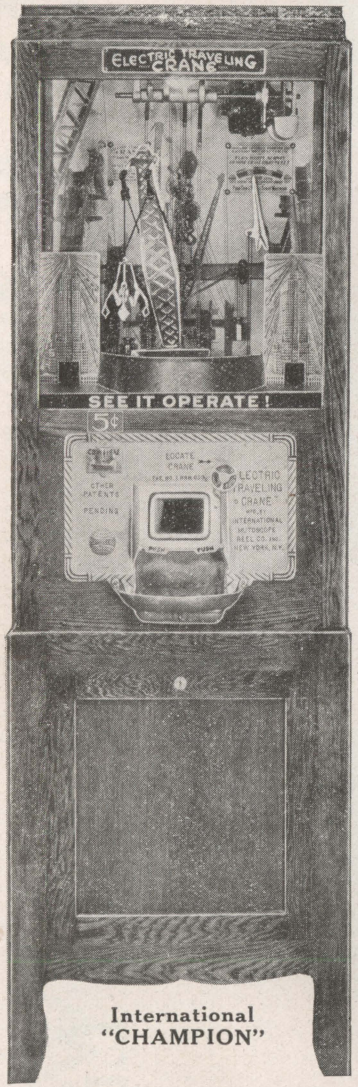
MEET US AT THE CONVENTION—SHERMAN HOTEL—FEBRUARY 20–23

O TRAVELING CRANE

MARK

ELECTRIC TRADE

WRITE TODAY



International
"CHAMPION"

PROVEN

"BEST BY TEST"

$117.00

for One Day's Play on One ELECTRIC TRAVELING CRANE

A NEW RECORD

December 18th last, we took in $117.00 for one day's play on one Crane—B. & J.

Operators every day from all over the country report that operating "MUTOSCOPE" Electric Traveling Cranes is the MOST PROFITABLE business in the coin machine industry.

If you are in the coin machine field to make money—INVESTIGATE TODAY.

Write for Descriptive Circulars

OUR **38** YEARS of SUCCESSFUL MANUFACTURING *your* FINEST GUARANTEE

International Mutoscope Reel Co., Inc.

459 West 31st Street **New York, N. Y.**

"PENNY ARCADE HEADQUARTERS"
Manufacturers of Complete Equipment for Arcades, Playlands and Game Rooms

NOW . . . at a New LOW PRICE
to help you get started
JUNIOR CRANE

Absolutely PROVEN one of the greatest MONEY - MAKERS ever built. A steady, substantial, income for a small investment.

Supplement your present route with a chain of these great JUNIOR CRANES.

Attractive and appealing to the public. Storekeepers DEMAND them.

International
"JUNIOR"

TRADE

JUNIOR

MARK

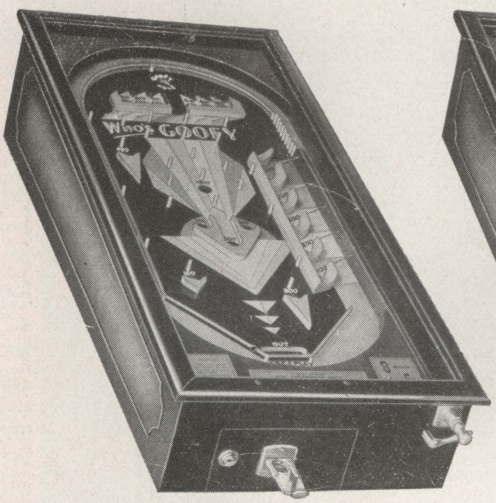
O CRANE

"THIRTY-EIGHT YEARS MANUFACTURING SUCCESSFUL COIN OPERATED MACHINES"

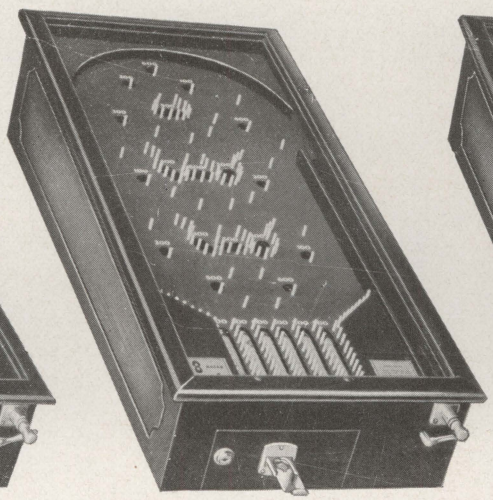
Here It Is!

The Entire Ace Novelty Line

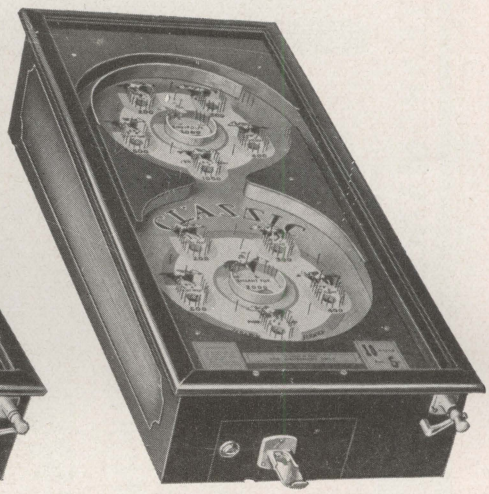
Every One a Winner



Classic



A Circus



Who's Goofy

Full Moon

The Playing Fields Are Interchangeable

Beautiful Wooden Stands to Match, $2.00
Metal Stands, $1.50

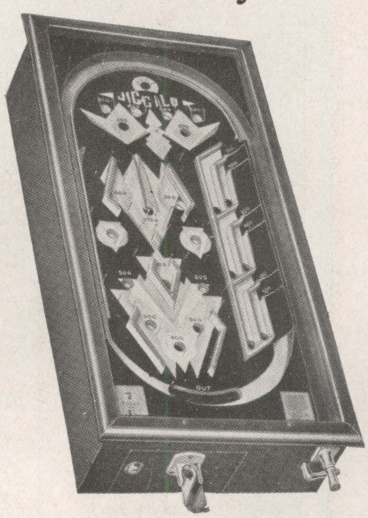
Tax Paid

7 Balls for 1c
10 Balls for 5c

Complete Machine, $12.50 Tax Paid

Or just the playing field complete with the sliding board ready to insert.

$3.50 Tax Paid



Jiggolo

The playing fields are made to fit all games out, including even hard fits as WOW, SKIDOO, RAINBOW, etc. Every machine is equipped as follows: (1) Coin chute mounted on door in the front. (2) Scientific fool-proof ball lifter. (3) Chicago triple dog cheat-proof coin chute. (4) Finger-tip control plunger. (5) Reward cards for high and low score furnished free.

All prices quoted F. O. B. CHICAGO. Terms: One-third cash with order (Certified Check or Money Order). Balance C. O. D. No goods shipped without a deposit.

Jobbers and Operators
Write, Wire or Phone Today

Size of Machine
17x32 Inches

The Ace Novelty Co.

MANUFACTURERS—NOT JOBBERS

2223-29 West Chicago Avenue **Chicago, Illinois**

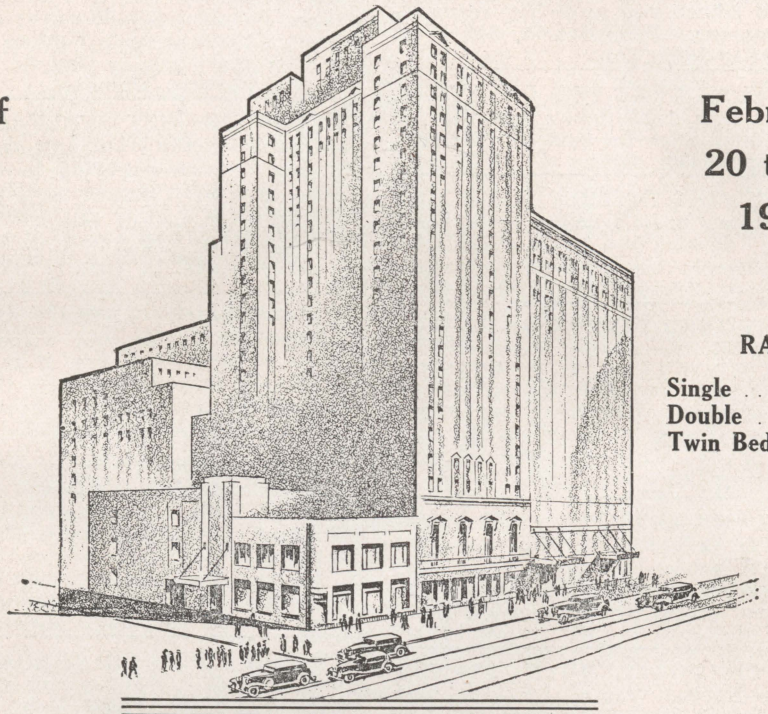
WELCOME AGAIN!

Delegates to the

Coin Machine Industry

CONVENTION

Home of The College Inn



February 20 to 24 1933

RATES

Single	$2.50
Double	4.00
Twin Beds	6.00

HOTEL SHERMAN

Occupying practically an entire square block, rising 25 stories high, and providing 1700 guest rooms, Hotel Sherman is the most accessible and conveniently located hotel in Chicago.

Hotel Sherman is interesting because of its variety, its rich traditions, its many famous guests, its celebrated features such as the House on the Roof, and the College Inn with Ben Bernie and all the lads. Also four other popular priced restaurants. Those of you who travel know that you get more for your money here than you get for the same price anywhere else.

CLARK » LAKE » RANDOLPH AND LA SALLE STREETS

C·H·I·C·A·G·O

Want Ads

2 Cents a Word -:- -:- -:- Cash With Copy

USED MACHINES FOR SALE OR EXCHANGE

This section is arranged for the sale and exchange of used machines. The rate is 2c per word, cash with copy, minimum ad accepted 25 words. This is the cheapest and best space in the country today. We shall expect operators to use it freely.

I AM INTERESTED IN RENTING TEN PENNY PLAY Jack Pot Machines at three dollars weekly rental per machine. Also six 5-cent play Silent Jackpots at four dollars each weekly rental and any amount of Bally counter games at $1.00 weekly rental per machine. What have you to offer? I will gladly furnish you with unquestionable references who will advise you as to my responsibility, integrity and character. Jack Bundis, 615 West Montgomery Avenue, Philadelphia, Pa.

FOUND AT LAST—A SURE CURE FOR CHEATERS, sluggers and meddlers. Our small labels get the job done. Send $1 for 100 or quarter for sample. Western Detective Association, Pawhuska, Okla.

MARBLES—BEAT ALL COMPETITION WITH OUR ten per cent five-cent Mooney and Cornelian agets mixed with No. 1 Akro agates. Special free labels make sales hot; $2.50 per 1000. Sample 100 postpaid, 30 cents. Deposit. Wantmore Vending Company, Greenfield, Ohio

SLIGHTLY USED—IMPROVED BINGOS, $2.50; BAFFLES OR LUCKY STRIKES, $2.95; FAVORITES, $4.95; BALLYROUNDS WITH LEGS, $7.50; OTHERS. NEW JUGGLE BALLS, $13.75, INCLUDING TAX. ALSO REDUCED PRICES ON GOOFY, SCREWY, STEEPLECHASE, AND OTHERS. ONE-THIRD DEPOSIT. WRITE FOR LIST. AUTOMATIC GAMES COMPANY, 411 EASTERN AVE., TOLEDO, OHIO.

FOR SALE—MILLS SILENT JACK POT BELL, NEW, $40.00; Watling Jack Pot Bell, $37.50; Mills Jack Pot Bells, $37.50; Mills Side Vendors Jack Pot, $37.50; Jennings Jack Pot Bell, Rock-Ola front, $15.00. Above machines in first class shape. One-third with order. D. A. Collier, Cripple Creek, Colo.

FOR SALE—18 DUTCH POOLS WITH STANDS, $5.00 each; 3 Jennings Rock-A-Way 5 Jacks 1c with gum attachments, $13.00 each. 25 per cent deposit, balance C. O. D. Yendes Service, Inc., Dayton, Ohio.

REEL PLUGS INSTALLED ON YOUR BELLS AND Venders reduce payout as much at desired. No drilling. $1.00 each. $10.00 dozen, prepaid. Morgan Mitchell, Zion, Illinois.

MUST SELL AT ONCE—65 5c BAFFLE BALL WITH stands, $1.75; 10 Peo Hi-Ball, $5.00; 5 Atlas Variety, $7.50; 5 Gold Coast, $10.00; 1 Electric Nertz, $7.00; 2 Whizz Bang, $2.00; 5 Ballyhoo, $2.50; 3 Tango, $3.00; 8 Sweepstake Race-Horse, $10.00. All guaranteed A-1. Box 361, Montgomery, Alabama.

USED MACHINES—WE HAVE THE FOLLOWING machines left for quick sale: 11 slightly used Juggle Balls with table, $8.75 each; 2 used Crystal Gazers, plays 1c, 5c, 10c and 25c, $4.90 each; 3 used Pace King Pins, 5c play, $8.00 each. No matter what you want we have it. Washington Novelty Co., Washington, Mo.

SLIGHTLY USED BUT LOOK AND WORK LIKE NEW —4 A.B.T. penny Five Jacks, $12.50 each; Vandette, $9.00; Odd Penny Magnet, $2.00; 1 Mills and 1 Dandy Coin Divider; 4 coin play 3-reel Ball Gum Fortune and Jackpot Vendors, $10.00 each; 4 Peo Whirlwinds and 6 Peo Basketballs, $1.00 each. Deposit. See marble advertisement in this department. Wantmore Vending Company, Greenfield, Ohio.

FOR SALE—TWENTY-FIVE MASTER VENDING MAchines, chrome plated, penny and nickel play. Suitable for confections, peanuts and gum. These machines have been in use only one year; good repair. A bargan for someone wanting this type of machine. Address S. A. England, 2120 East Nineteenth, Tulsa, Oklahoma.

FOR SALE—SIX IRON CLAWS, MODEL F; TWO Electric Cranes, all 5-cent play and in good condition. No reasonable offer declined. Terms: one-third cash, balance sight draft F. O. B. Northern Part New York. Address Box 40, Automatic World.

BEER MUGS, SOLID COPPER, 16 OZ., BEAUTIFUL highly polished. Greatest punch board prizes of the year. Six mugs, $2.80. Copper Products Co., 1155 North Linden Avenue, Akron, Ohio.

FOR SALE—3 DECA DISC AUTOMATIC PHONOgraphs 5c play, $20.00 each; 2 Jennings 5c Bell with jakpot, $15.00 each; 1 Watling 25c Bell, $15.00; 2 Pulver Gum Machines, 1c play, $4.50 each. Automatic Sales Co., Machiasport, Maine.

OPERATORS—GET STARTED WITH REEL-O-BALL. A bona fide trade stimulator and not a gambling device. As per decision rendered in courts here January 12, 1933. A proven money maker. A machine with merit does not need a lot of advertising. Operators, get started with Reel-O-Ball and let it prove itself. For particulars address Reel-O-Ball, 6 South Canal Street, Dayton, Ohio.

OPERATORS OF "SAFE-T" AND SIMILAR VENDERS —Merchandise for your machines. By arrangements just completed, with one of the largest manufacturers, we are able to offer the trade, the best triple tested product for the astonishing low price of $1.50 per gross, F. O. B. Akron. Automatic Novelties, 766 Wall, Akron, Ohio.

MORE BARGAINS BY DIXIE NOVELTY CO.—THREE Diamond Balls like new, $25.00 each; 7 Kong Kongs, $7.50 each; 10 Baffle Balls, $5.00 each; 5 Jack and Jell Machines, $7.50 each; 5 new Dixie Twins, $15.00 each; 2 Whizzes Machines, $7.50 each. We also have one big Keen Ball at $45.00. All machines F. O. B. Dallas. Dixie Novelty Co., 3405 Main Street, Dallas, Texas.

WE JOB, SELL OR TRADE PIN GAMES, SLOTS, punch boards. Want penny scales, 5c selector phonograph in trades. Pease Manufacturing Company, 1250 Third Street North, Minneapolis, Minn.

FOR SALE—MONTE CARLO, $2.50; BUSTERBALLS, $2.50; Little Joes, $5.00; Favorites, $5.00; Ballyrounds, with wooden legs, $5.00; Shooting Stars, $2.00; Gamehunters, $8.00; Figure 8, $5.00; Playboys, $2.50; Baffleballs, $2.50; Greyhounds, $2.00; Lucky Stars, $5.00; Stands, $1.00 each. Many other bargains. Machines all in A-1 shape; guaranteed. One-third deposit with order. Illinois Vending Company, 44 North Washtenaw Avenue, Chicago, Illinois.

WANTED—WILL BUY LARK MACHINES, 1c, 5c AND 10c PLAY, 5 REEL TYPES. MUST BE CHEAP. WHAT HAVE YOU? BOX 10, AUTOMATIC WORLD.

FOR SALE OR TRADE—6 IDEAL CARD VENDERS, 3 Gottlieb Miniature Baseball, 2 Exhibit Card Venders, Model E, 2 Exhibit Photoscopes, 2 Advance Photoscopes, I Information Machine, 2 Edwards Grippers, 1 Flip Baseball. Will sell right or trade for Columbus No. 17 gum venders 1 for 1c; or Columbus Pedestals. What have you to offer. Price list on request. Joseph Heger, 1108 Burlington Avenue, Worthington, Minnesota.

SEND STAMP FOR LIST OF USED MACHINES. Get on our mailing list. You save money on machines and supplies. Goodbody, 1826 East Main, Rochester, New York. Reg.

PREMIUMS FOR PIN GAMES—THE CRAZE TODAY is Basswood Jig-saw Puzzles for parties and entertainment. Are you cashing in on this fad? You can by using jig-saw puzzles for premiums on your pin games. Sample jig-saw puzzle, prepaid $1.00, or $9.00 per dozen. Philadelphia Jig-Saw Works, 1931 W. Sparks St., Philadelphia, Pa.

WE BUY ,SELL AND EXCHANGE ALL KINDS OF vending machines. Two Puritan Bells, $5.00; 1 Baby Vendor, $5.00; Steeplechase, $12.50; 2 Dixie Twins, $15.00 each. One-third with order. Dixie Novelty Co., 3405 Main Street, Dallas, Texas.

PENNY MACHINES AT BARGAIN PRICES—FIVE Little Dukes, jack pot, ball gum venders and stands, $40.00 each; Ballyhoos, $6.50; Rainbows, $8.00; Whirlwinds, $2.50; Deuces Wild, $3.00; Dutch Pool and stands, $7.50; Hercules Grips, $3.00; Dice Machines, $5.00; A. B. T. Targets numbered reels, $7.50. Stands for pin games, $1.00. Will trade for silent jackpot venders. Guaranteed slightly used. One-third deposit. Rudd Novelty Co., 1707 East Broad Street, Richmond, Va.

WANTED—GOOD USED SLOT MACHINES. MUST be in good condition and cheap. E. W. West Company, Fair Play, Mo.

OPERATORS WANTED—LARGE EASTERN OPERATing Unit has opening for six reliable operators who have worked on Iron Claws or Traveling Cranes. Must be thoroughly experienced and clever spotmen. Drawing account $50 per week plus liberal commission. Send all letters to Box 45, Automatic World.

PISTACHIO NUT ATTACHMENT FOR COLUMBUS Peanut Machine, 95c; 25 Columbus Peanut Machines, $3.00; 20 Whiffle Boards, latest model, $18.00; 5 Puritan Venders, used two weeks, $10.90; 10 Steeplechase with latest improvements, $12.50; 10 Ballyhoo, $3.50; 15 Oh Yeah, $6.00; 60 Simpson Peanut Machines, $2.75; 30 Servette Sandwich Machines, 10c Double Column, slug proof, $8.00; 10 Baker Revolving Duck Hunter Machines, electrically operated, $12.00; 10 Whirlwind, $1.25; 20 Erie Diggers, $40.00; 2 Panama Diggers, $40.00. One-half deposit. Markepp Company, 3608 Superior, Cleveland, Ohio.

BARGAINS—LOOK THESE OVER. PENNY PLAY rebuilt Mills reserve Bullseye jackpot Bells or F. O. K. Venders, $32.50 each; Penny play Bells, F. O. K. Venders, $15.00 each; 5c Drilled Gum Vendors filled with set of baseball gum, $2.50 complete; Aspirin cards (48 5c packs) 35c each, dozen lots prepaid. One-third deposit. Kentucky Gum Co., 3406 Garland, Louisville, Ky.

E. Z. 5c NUMBERED BALL GUM VENDORS WITH 1200 numbered ball gums and chart, $7.50 complete. Advance Electric Shockers and Gottlieb Grip Machines, $3.00 each; deposit required. Klein Bros. Vending Corporation, 1931 West Sparks Street, Philadelphia, Pa.

NOTICE—I ASK FOR THE OPPORTUNITY TO OPerate for you on a percentage basis, in the territory of Eastern Pennsylvania and Southern New Jersey. I have several hundred excellent locations for penny play Jack Pot Machines and for the Bally Counter Machines, and for any fascinating counter game. I have the ability, the experience, the very best of locations. I can and will make you very happy with my results. I can make real money for you. I am clean-cut, straight. I will give you more than a square deal and you positively will receive from me every penny due you from my operating. Give me a trial. Lewis R. Jaspan, 831 North Seventh Street, Philadelphia, Pa.

GET OUR PRICES ON MARBLES, BALL GUM, PEcan meats, salted almonds, coin counters, coin slots, trade stimulators, new and used amusement and vending machines (all kinds). M. T. Daniels, 1025-27 University Avenue, Wichita, Kansas.

WANTED—WATLING FORTUNE TELLING SCALES. Will trade four Pace Baseball front mint venders, 40 penny play pin games. All fine condition. State proposition. E. Ernest, Aurora, Colorado.

TRADE IN YOUR OLD MACHINES FOR THE LATEST winners. All the latest machines carried in stock. Used machines, $2.00 and up. List free. Badger Novelty, 2440 North 29th Street, Milwaukee, Wis.

Feb.-Mar.

WANTED—WILL BUY LARK MACHINES, 1c, 5c AND 10c PLAY, 5 REEL TYPES. MUST BE CHEAP. WHAT HAVE YOU? BOX 10, AUTOMATIC WORLD.

CLAW AND CRANE MERCHANDISE—A SPECIAL convention offer. One hundred selected items for $12. This assortment is one of the finest ever offered to Excavating Machine Operators. It includes Cameras, Cigarette Combination Cases, Bullet Cup Sets, Flasks, Table and Pocket Lighters, Pocket Knives, Clocks, Antimonyware, Flashlights, Pipes, Pencils, Perfumes, Playing Cards and a score of Novelties which is unequalled in variety and beauty. The sale of this Assortment is not meant for profit. Its purpose is to give the operators an opportunity to judge the merits and earning power of Viking Products. Eric Wedemeyer, 170 Fifth Avenue. The Home of Viking Products. New York City.

WANTED—USED IRON CLAWS OR CRANES, MUST be in good condition. State serial number and model. No antiques. Spot cash for all acceptable machines. Rush details to Box 30, Automatic World.

ADVANCE VENDING MACHINES

More Than 100 Models
Send for 1932 Catalogue

Advance Machine Co.
4641-47 Ravenswood Ave.
CHICAGO, ILL.

Flatbush Gum Co., Inc.
Bush Terminal No. 2
BROOKLYN, N. Y.

Ball Gum, Stick Gum, Vending Machine Confections, Etc.

GOUDEY GUM COMPANY

The Goudey Gum Company of Boston, Mass., are offering operators some real prices and products in ball gum.

Every operator in the world knows about Goudey Ball Gum, the real piece of merchandise that has stood the test and made good.

The Goudey Gum Company will be at the big show and invite all operators to make their booth their headquarters.

INTERNATIONAL
Mutoscope Reel Co., Inc.
449 W. 31st St.
New York,
N. Y.

"Penny Arcade Headquarters"

Complete Line of Best Money Making Amusement Machines

Jobbers » » » »

Reliable Coin Machine Jobbers of America

The Jobber is the necessary link in the coin machine industry's chain. Patronize your nearest jobber. Get acquainted with him, he can render you assistance that will spell success for your operating business.

HENDERSON, TEXAS
Southwestern Novelty Company
WHOLESALE DISTRIBUTORS
Coin-controlled Machines of all types at factory prices. Immediate deliveries from Texas warehouse.

BIRMINGHAM, ALA.
Birmingham Vending Company
P. O. Box 2005
Buy From Us—Save Freight

BOSTON, MASS.
Trimount Coin Machine Co.
1254 Washington Street
A Complete Display of All Types of Machines.
Supplies, Parts and Repair Service

BROOKLYN, NEW YORK
D. Robbins & Company
1141 DeKalb Avenue
Latest Machines—Lowest Prices

BROOKLYN, N. Y.
Supreme Vending Co.
557 Rogers Avenue
Coin Machines and Supplies
Get on our list for all information on New Machines

DETROIT, MICH.
Lemke Specialty Co.
6634 Gratiot Avenue
Coin Machines Sold at Factory Prices

LOS ANGELES, CAL.
Western Vending Machine Co.
1302 West Tenth Street
Southern California Distributors

MEMPHIS, TENN.
AUTOMATIC AMUSEMENT CO.
683 Linden Avenue
OFFERING
Immediate shipments on all worthwhile coin-operated machines to Southern operators at factory prices delivered your city from warehouse stocks near you. Terms 1-3 cash, ablance C. O. D.

MINNEAPOLIS, MINN.
E. T. Barron & Company
19 East Lake Street
Wholesale Vending Machs. & Novelties

Jobbers!

These Little Ads Are Business Builders

SPRINGFIELD, MO.
C. CHARLE & CO.
Save on delivering charges and time. Complete line of coin operated machines at factory prices, shipped from stock.—We trade.
"Sa'esboards at Lowest Prices"

SAN FRANCISCO
Viking Specialty Co.
632 POLK STREET
"All the new machines at factory prices"
Liberal trade-in allowance on your used machines."

CHICAGO, ILL.
CHICAGO COIN MACHINE EXCHANGE
2200 North Western Avenue
We buy, sell and exchange all types of coin machines. Write for our price list today. Chicago's foremost Jobbers.

SAN FRANCISCO, CAL.
Advance Automatic Sales Co.
1114 Buchanan Street
Western Delivery at Eastern Prices

PHILADELPHIA, PA.
Banner Specialty Co.
1530-32 Parrish Street
Oldest Eastern Exclusive Jobbers

TEXAS
Tri-State Sales Company
HENDERSON, TEXAS
Manufacturers of "Double Shuffle Twins." Fastory prices on latest machines. Will trade for phonographs and scales. Manufacture new games, royalty basis.

ST. LOUIS, MISSOURI
Ideal Novelty Company
3003 Lemp Avenue
Special Prices—Liberal Trade-in

OKLAHOMA CITY, OKLA.
Boyle Amusement Company
1347 N. W. Third Street
Factory Prices—Liberal Trade-Ins

NEW YORK CITY, N. Y.
D. Robbins & Company
313 East Thirteenth Street
Latest Machines—Lowest Prices

NASHVILLE, TENN.
H. G. Payne Company
203 Church Street
Salesboards and Amusement Machines

PITTSBURGH, PA.
B. D. Lazar Company
1340 Forbes Street
All Types of Coin Machines

PHILADELPHIA, PA.
Meyer Wolf
1212-14 South Fifth Street
Latest Operators and Arcade Machines

PROVIDENCE, R. I.
X. L. Sales & Service Co., Inc.
305 Cranston Street, Providence, R. I.
Factory Distributors
Coin Machines of Every Description
Supplies, Parts and Repair Service

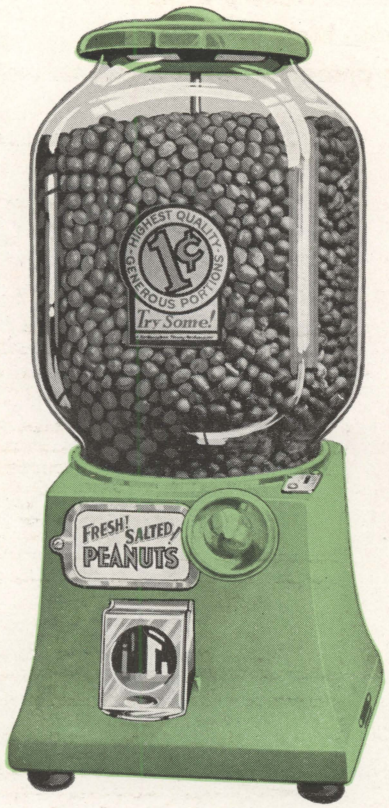
ST. LOUIS, MO
Besser Novelty Company
3975 Delmar Boulevard
Most Centrally Located Jobbers

PHILADELPHIA, PA.
Keystone Novelty & Mfg. Co.
26th and Huntingdon Streets
Prompt Service for Eastern Operators

CINCINNATI, OHIO
Ohio Specialty Company
205 East Seventh Street
Specializing in Ohio, Indiana, Kentucky

NORTHWESTERN LEADS the World in Penny Vending

QUALITY !---PERFORMANCE ! Found in . . . No Other Machine



THE recognized leadership of Northwestern in the penny vending field comes from the fact that this company alone foresaw the real possibilities in penny merchandising and designed its vending equipment accordingly.

It was Northwestern who pioneered, developed, and perfected the all-product vender—an advancement which completely revolutionized the penny machine field and made possible the vending of many new, fast selling products. It was Northwestern who brought to the penny vender real beauty and appearance responsible for increasing the operator's profits two to three fold.

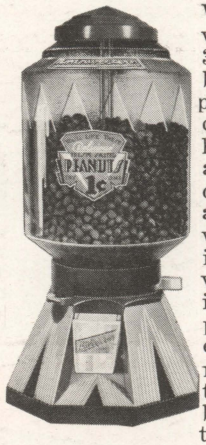
The unparalleled success of the Northwestern Penny Merchandiser is the talk of the industry. Operators of all types of machines are turning to the big, permanent profits that only these machines make possible. And even location owners are demanding them because of their dignified appearance and trouble-free operation.

If you are establishing your route as a permanent, well-paying business, you owe it to yourself to investigate the Northwestern Merchandiser. Examine and compare them all and discover for yourself that it is only from Northwestern that you get Northwestern value.

A post card will bring you complete details and our free test offer. Write today.

and now the Model 33 Northwestern

A Really Modern Peanut Vendor



With the Northwestern Model 33, we make our bow in the low price vending machine field. We have never built anything but quality products and we never will. However, it is our firm conviction that there is no need to penalize the operators of peanut machines in this price class by not giving them the value to which they are entitled. We therefore have proceeded to introduce quality and value heretofore unknown in low priced vending equipment.

Besides developing a superior mechanism, constructing it of the best materials, and equipping it with a slug ejector and self-clearing coin slot, which features have never before been available in a low priced vender, we have built a machine of beauty, with an appearance as new as tomorrow.

The experienced operator will quickly recognize the many advanced features never before offered in a low priced vender and the trial of a sample machine will convince you all the more that Northwestern leads the world in penny vending. A post card will bring you complete information.

Northwestern Penny Merchandiser

The fresh, striking and dignified appearance partly accounts for the greater patronage the public gives this machine . . . a unique, resilient measuring device (patent pending) permits the vending of all nuts and small confections without mechanical changes or extra attachments . . . adjustable portions . . . Gear controlled delivery assures smooth, easy operation permanently . . . Constructed of the best of materials such as aluminum, bronze and chrome plated brass . . . Pickproof . . . Strong cylinder lock protects coin door, padlock is standard equipment for globe . . . Four heavy rubber gaskets instead of the usual two make globe moistureproof and keep the merchandise always fresh . . . Really rustproof and sanitary as the merchandise comes in contact with only glass, aluminum and chrome plated brass, no paint, cast iron or steel to rust and corrode . . . Clear, crystal globe of unusual strength displays the merchandise to its best advantage . . . Attractive five color decalcomania . . . Colorful display cards advertise the produce being vended . . . Porcelain enamel finish in light green or combination black and orange . . . Lacquer finish in light green . . . and it's guaranteed by Northwestern.

Look at These Features

Simplified slug ejector . . . Self-clearing coin chute . . . Fool-proof mechanism constructed entirely of aluminum, bronze and brass . . . Adjustable portions . . . Really sanitary, no paint, iron or steel to corrode . . . Brass cylinder lock on coin door, padlock on merchandise compartment . . . Two upright brass rods hold globe and they do not fall out of place when globe is removed . . . Attractive modernistic appearance with new decorative globe . . . Genuine decalcomania in four colors . . . and fully covered by the standard Northwestern guarantee.

THE NORTHWESTERN CORPORATION, 910 Armstrong Street, MORRIS, ILLINOIS

NOT A "CHICKEN FEED" COLLECTOR
BUT A BIG PROFIT PRODUCER!

A Triumph in Action

ONLY a manufacturer with years of amusement game experience could produce such a game! SARATOGA SWEEPSTAKES races six actual model horses. No balls nor imaginary gadgets!

SARATOGA SWEEPSTAKES is lightning fast! —Impossible to manipulate! — Free from mechanical faults!—Legal everywhere! Each horse has an equal chance to win; there are no favorites.

Releasing the operating lever sets the horses off on their whirlwind race. **Horses pass and repass** each other arousing fever-pitch excitement! Capable of 100 races an hour—the earnings are absolutely amazing!

SARATOGA SWEEPSTAKES accepts 1c, 5c, 10c or 25c through the same slot. Last coin played is always visible. Wise operators will readily see the posibilities of giant profits with such denominations plus our confidential operating plans.

SARATOGA *Sweepstakes*

On Display Booth 44
C. M. M. A. Convention,
Hotel Sherman, Chicago

The Fastest Money Maker in the Field

That's exactly what Operators and Jobbers who know their stuff are saying. And saying it with re-orders for more machines. Letters galore from all over the country praise SARATOGA SWEEPSTAKES to the skies! No wonder! When horses pass and repass with lightning speed, and the winner is a "toss up" —it's the next thing to being at the track! Players go daffy about the game—they can't resist the temptation for continuous play. Order today!

6 HORSE GAME SAMPLE

5 @ $20.00 each
10 @ 19.00 each
25 @ 18.00 each

$21.50

Coin Register $2.50 extra
Special Wood Stand $2.50
Special Metal Stand $2.00

All Prices Include Federal Tax

TERMS—One-third with order. Balance C. O. D.

GUARANTEE

5 Days Trial or Money Back

OPERATORS SPECIAL MODEL NOW AVAILABLE

Chicago, Illinois.—The Evans' Saratoga Sweepstakes, primarily designed as a counter game for the individual store keeper has met with such sweeping success that the large chain operators, quick to see its unusual money making qualities, have insisted that a model to meet their requirements be designed. The result is the Operator's Special, a machine specially designed and constructed to withstand the severe wear and tear that machines of this type are subjected.

In the Operator's Special Model have been incorporated a number of improvements. Ninety per cent of the operating mechanism consists of die castings, acknowledged by all progressive manufacturers to be so superior to common gray iron castings that there is no comparison. The use of die castings affords a degree of accuracy that is not obtainable through any other method and insures a smoothness of operation usually associated with machines of much higher cost.

The Operator's Special Model of the Saratoga Sweepstakes is equipped with a separate compartment to receive the coins (of ample capacity to handle any location). No coins are visible from the top of the machine and all possibility of coins clogging in the operating mechanism has been eliminated. The coin slot and kick off arrangements have been refined and improved and the glass dome is supplied in an extra heavy quality, attached to the case in such a manner that it is absolutely rigid and proof against tampering or manipulation.

H. C. EVANS & CO., 1522-28 W. Adams St. Chicago

ESTABLISHED 1892—FOR 41 YEARS A LEADER IN THE AMUSEMENT FIELD!